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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS - CANADA
INTERNAL TRADE BRANCH

(Issued March

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
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SUMMARY OF SALES AT RETAIL OF NEW MOTOR VEHICLES IN
CANADA, 1932 - 1934

This bulletin presents an analysis of sales of new motor vehicles by months for the years 1932, 1933 and 1934 and also sales by provinces for the year 1934. The value of sales is the retail price at the Canadian point of manufacture and includes sales and excise taxes, charge for standard accessories, dealer's commission, etc. Freight charges from Canadian point of manufacture to point of delivery have been excluded. The duty paid is included in the retail value of imported cars.

The chart given in this bulletin illustrates the seasonal movements in the sale of motor vehicles during the past three years. For Canada as a whole, the volume of sales generally reaches a low point in November or December and then increases sharply from January to May. After May, sales again fall off to a year-end low before the introduction of new models. The marked increase in sales of motor vehicles in 1934 compared with 1933 is clearly shown in the chart. For the year, sales in 1934 exceeded the preceding year's totals by 61.8 per cent. in number and 66.9 per cent. in value.

Table I shows the proportion which the number of motor vehicles sold in each month during the past three years forms of the total sales for the twelve months. Sales in May formed 18.8 per cent. of the total for 1934, 16.6 per cent. for 1933 and 17.7 per cent. for 1932. Sales in the three months, April, May and June, formed 49.1 per cent. in 1934, 44.4 per cent. in 1933, and 46.6 per cent. in 1932.

Sales of new motor vehicles by provinces are shown in Table 2, and also the proportion of sales in each month. The collection of statistics on sales of motor vehicles has only recently been extended to include provincial figures, and this table presents the first results of the enlarged series.

Number of Cars, Trucks and Buses Sold in Canada,

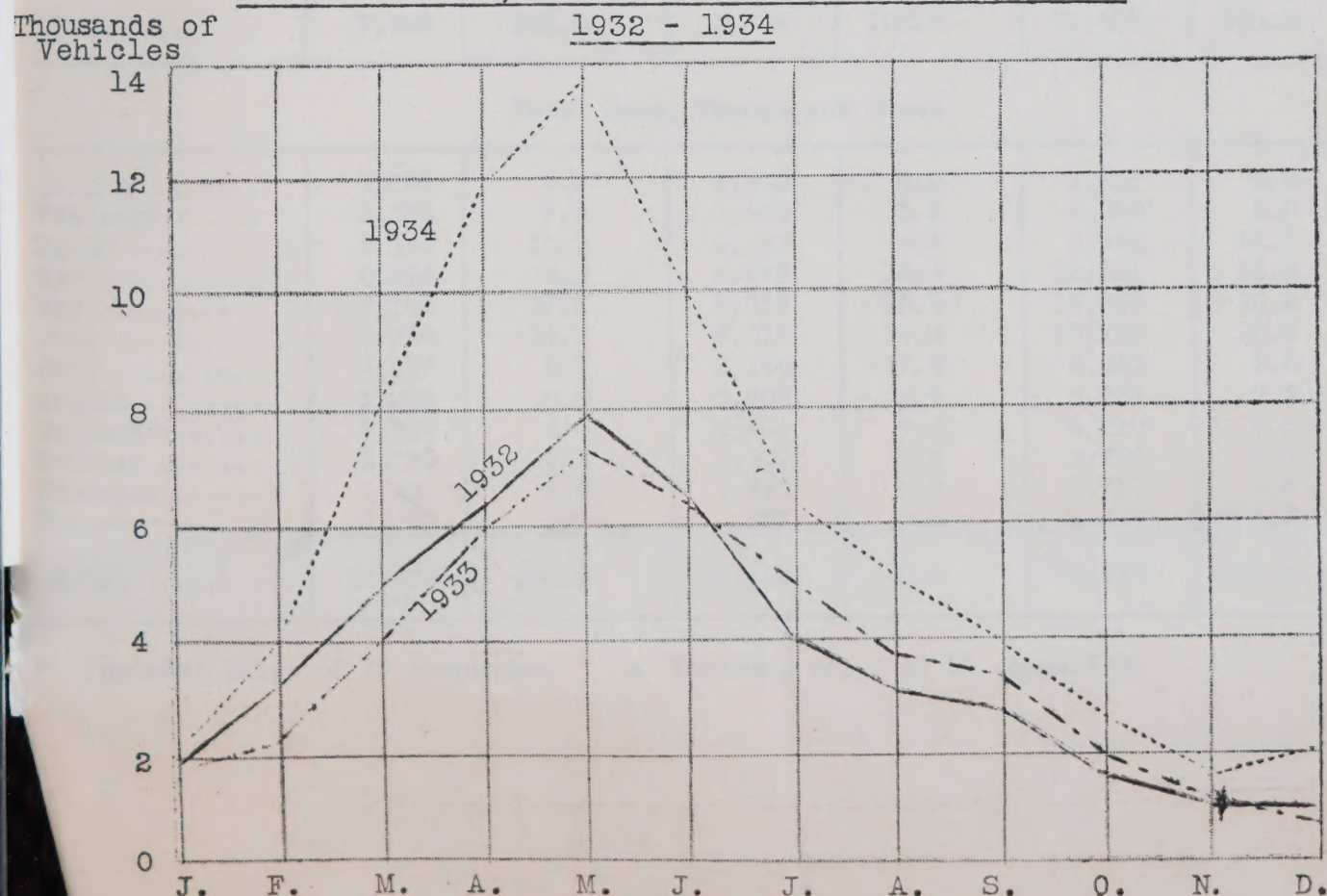


TABLE I. NUMBER OF NEW MOTOR VEHICLES SOLD AT RETAIL
IN CANADA BY MONTHS IN 1932, 1933 AND 1934.

Months	1 9 3 2		1 9 3 3		1 9 3 4	
	*Number	% of Total for Year	*Number	% of Total for Year	xNumber	% of Total for Year
New Passenger Cars						
January	1,590	4.1	1,624	4.1	1,875	3.0
February	2,840	7.4	2,158	5.5	3,642	5.9
March	4,379	11.3	3,747	9.5	7,580	12.3
April	5,421	14.0	5,495	13.9	10,643	17.3
May	7,106	18.4	6,693	16.9	11,868	19.3
June	5,907	15.3	5,805	14.7	8,486	13.8
July	3,473	9.0	4,574	11.5	5,506	9.0
August	2,646	6.9	3,355	8.5	4,042	6.6
September	2,219	5.7	2,722	6.9	3,059	5.0
October	1,312	3.4	1,606	4.0	1,992	3.2
November	880	2.3	989	2.5	1,155	1.9
December	848	2.2	800	2.0	1,649	2.7
TOTAL	38,621	100.0	39,568	100.0	61,497	100.0
New Trucks and Buses						
January	308	4.2	178	3.1	256	2.2
February	514	7.1	242	4.2	616	5.2
March	766	10.6	375	6.5	871	7.3
April	1,073	14.8	583	10.1	1,478	12.5
May	1,038	14.3	846	14.7	1,899	16.0
June	839	11.6	707	12.3	1,639	13.8
July	544	7.5	572	9.9	1,126	9.5
August	559	7.7	553	9.6	1,221	10.3
September	695	9.6	719	12.5	951	8.0
October	412	5.7	496	8.6	710	6.0
November	311	4.3	326	5.6	556	4.7
December	190	2.6	167	2.9	533	4.5
TOTAL	7,249	100.0	5,764	100.0	11,856	100.0
Total Cars, Trucks and Buses						
January	1,898	4.1	1,802	4.0	2,131	2.9
February	3,354	7.3	2,400	5.3	4,258	5.8
March	5,145	11.2	4,122	9.1	8,451	11.5
April	6,494	14.2	6,078	13.4	12,121	16.5
May	8,144	17.7	7,539	16.6	13,767	18.8
June	6,746	14.7	6,512	14.4	10,125	13.8
July	4,017	8.7	5,146	11.4	6,632	9.0
August	3,205	7.0	3,908	8.6	5,263	7.2
September	2,914	6.4	3,441	7.6	4,010	5.5
October	1,724	3.8	2,102	4.6	2,702	3.7
November	1,191	2.6	1,315	2.9	1,711	2.3
December	1,038	2.3	967	2.1	2,182	3.0
TOTAL	45,870	100.0	45,332	100.0	73,353	100.0

* Includes sales of 19 companies. x Includes sales of 22 companies.

TABLE 1. SUMMARY OF NEW MOTOR VEHICLE REGISTRATION FEES IN CALIFORNIA, 1955 AND 1954

Month	1955		1954	
	Number	Total for Year	Number	Total for Year
January	1,380	4.1	1,384	4.1
February	2,380	7.4	2,128	6.8
March	4,778	11.5	3,747	9.3
April	5,581	14.0	5,485	13.8
May	7,108	18.6	6,985	18.3
June	9,307	23.5	8,985	24.7
July	9,608	24.0	9,074	21.5
August	8,818	23.3	8,353	20.8
September	8,718	23.2	7,928	20.9
October	1,713	5.4	1,509	4.0
November	581	1.5	580	1.5
December	580	1.5	580	1.5
Total	55,411	100.0	52,588	100.0

New Trucks and Buses						
January	180	4.3	178	4.1	180	4.3
February	318	7.1	328	7.8	318	7.8
March	1,088	10.8	1,078	10.1	1,078	10.1
April	1,078	10.5	1,078	10.1	1,078	10.1
May	1,078	10.5	1,078	10.1	1,078	10.1
June	1,078	10.5	1,078	10.1	1,078	10.1
July	1,078	10.5	1,078	10.1	1,078	10.1
August	1,078	10.5	1,078	10.1	1,078	10.1
September	1,078	10.5	1,078	10.1	1,078	10.1
October	1,078	10.5	1,078	10.1	1,078	10.1
November	1,078	10.5	1,078	10.1	1,078	10.1
December	1,078	10.5	1,078	10.1	1,078	10.1
Total	7,948	100.0	7,948	100.0	7,948	100.0

Total Cars, Trucks and Buses						
January	1,568	4.3	1,562	4.0	1,562	4.0
February	2,698	7.5	2,456	6.2	2,456	6.2
March	5,866	16.3	4,863	12.3	4,863	12.3
April	6,586	18.8	6,563	16.9	6,563	16.9
May	8,186	23.2	7,963	20.3	7,963	20.3
June	10,385	29.0	10,063	25.7	10,063	25.7
July	10,686	29.9	10,163	25.7	10,163	25.7
August	9,886	27.9	9,363	23.8	9,363	23.8
September	10,386	29.0	9,863	25.3	9,863	25.3
October	2,386	6.7	2,163	5.5	2,163	5.5
November	1,386	3.9	1,363	3.5	1,363	3.5
December	1,386	3.9	1,363	3.5	1,363	3.5
Total	55,770	100.0	52,588	100.0	52,588	100.0

Source: Bureau of Motor Vehicle Registration, California Department of Transportation

TABLE 2. NUMBER OF NEW MOTOR VEHICLES SOLD AT RETAIL BY PROVINCES, 1934.

1934	MARITIMES		QUEBEC		ONTARIO		MANITOBA		SASKATCHEWAN		ALBERTA		BRITISH COLUMBIA	
	No.	% of Total	No.	% of Total	No.	% of Total	No.	% of Total	No.	% of Total	No.	% of Total	No.	% of Total
New Passenger Cars														
Jan. .	38	.7	155	1.5	1,301	4.0	57	1.9	23	1.1	116	3.0	185	4.8
Feb. .	143	2.7	492	4.6	2,199	6.7	109	3.7	92	4.3	255	6.5	352	9.1
Mar. .	362	7.0	1,140	10.7	4,523	13.8	280	9.5	270	12.7	503	12.9	502	13.0
April	938	18.0	2,190	20.6	5,361	16.4	563	19.2	387	18.1	671	17.2	528	13.6
May .	1,342	25.8	2,323	21.9	6,084	18.6	658	22.2	362	17.0	621	15.9	478	12.3
June .	836	16.1	1,633	15.3	4,370	13.3	425	14.3	242	11.3	475	12.1	505	13.0
July .	547	10.5	957	9.0	2,630	8.0	259	8.7	278	13.0	415	10.6	420	10.8
Aug. .	392	7.5	616	5.8	2,047	6.2	215	7.2	147	6.9	299	7.7	326	8.4
Sept. .	234	4.5	484	4.5	1,665	5.1	174	5.9	129	6.0	131	4.6	192	5.0
Oct. .	137	2.6	293	2.7	1,101	3.4	96	3.2	93	4.4	134	3.4	138	3.6
Nov. .	88	1.7	171	1.6	587	1.8	53	1.8	46	2.2	110	2.8	100	2.6
Dec. .	150	2.9	204	1.9	834	2.7	72	2.4	65	3.0	127	3.3	147	3.8
TOTAL	5,207	100.0	10,658	100.0	32,752	100.0	2,966	100.0	2,134	100.0	3,907	100.0	3,873	100.0
% of Dom. Total		8.5		17.3		53.2		4.8		3.5		6.4		6.3
New Trucks and Buses														
Jan. .	8	.6	22	1.1	156	3.0	13	1.6	1	.3	14	1.3	42	4.1
Feb. .	52	4.2	55	2.6	333	6.5	25	3.0	5	1.3	59	5.3	87	8.4
Mar. .	65	5.2	107	5.1	435	8.4	47	5.6	15	3.9	85	7.6	117	11.3
Apr. .	197	15.8	227	10.9	677	13.2	94	11.1	58	15.1	123	11.0	102	9.8
May .	262	21.1	544	26.2	741	14.4	90	10.7	33	8.6	99	8.8	130	12.5
June .	191	15.4	404	19.5	728	14.1	88	10.4	34	8.9	99	8.8	95	9.2
July .	139	11.2	220	10.6	459	8.9	71	8.4	31	8.1	100	8.9	106	10.2
Aug. .	113	9.1	153	7.4	442	8.6	110	13.0	70	18.3	237	21.2	96	9.3
Sept. .	42	3.4	134	6.4	395	7.7	97	11.5	68	17.7	133	11.9	82	7.9
Oct. .	70	5.6	85	4.1	326	6.3	88	10.4	31	8.1	66	5.9	44	4.2
Nov. .	56	4.5	79	3.9	268	5.2	22	2.6	21	5.5	52	4.6	58	5.6
Dec. .	48	3.9	48	2.3	191	3.7	99	11.7	16	4.2	53	4.7	78	7.5
TOTAL	1,243	100.0	2,078	100.0	5,151	100.0	844	100.0	383	100.0	1,120	100.0	1,037	100.0
% of Dom. Total		10.5		17.5		43.5		7.1		3.2		9.5		8.7
Total Cars, Trucks and Buses														
Jan. .	46	.7	177	1.4	1,457	3.8	70	1.8	24	1.0	130	2.6	227	4.6
Feb. .	195	3.0	547	4.3	2,532	6.7	134	3.5	97	3.8	314	6.2	439	9.0
Mar. .	427	6.6	1,247	9.8	4,958	13.1	327	8.6	285	11.3	588	11.7	619	12.6
Apr. .	1,135	17.6	2,417	19.0	6,038	15.9	662	17.4	445	17.7	794	15.8	630	12.8
May .	1,604	24.9	2,867	22.5	6,825	18.0	748	19.6	395	15.7	720	14.3	608	12.4
June .	1,027	15.9	2,037	16.0	5,098	13.4	513	13.5	276	11.0	574	11.4	600	12.2
July .	686	10.7	1,177	9.2	3,089	8.2	330	8.7	309	12.3	515	10.3	526	10.7
Aug. .	505	7.8	769	6.0	2,489	6.6	325	8.5	217	8.6	536	10.7	422	8.6
Sept. .	276	4.3	618	4.8	2,060	5.4	271	7.1	197	7.8	314	6.2	274	5.6
Oct. .	207	3.2	378	3.0	1,427	3.8	184	4.8	124	4.9	200	4.0	182	3.7
Nov. .	144	2.2	250	2.0	855	2.3	75	2.0	67	2.7	162	3.2	158	3.2
Dec. .	198	3.1	252	2.0	1,075	2.8	171	4.5	81	3.2	180	3.6	225	4.6
TOTAL	6,450	100.0	12,736	100.0	37,903	100.0	3,810	100.0	2,517	100.0	5,027	100.0	4,910	100.0
% of Dom. Total		8.8		17.4		51.7		5.2		3.4		6.8		6.7

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CANADA
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH

*New motor vehicle sales and motor vehicle
financing [Canada]*

SALES OF MOTOR VEHICLES
AND
MOTOR VEHICLE FINANCING
IN
CANADA
1935

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SALES AND FINANCING OF MOTOR VEHICLES IN CANADA, 1935

Introduction

For several years the Internal Trade Branch of the Dominion Bureau of Statistics has published two monthly series of reports relating to the sale and financing of motor vehicles in Canada. One series shows the number and retail value of new motor vehicles sold each month, making a distinction between sales of new passenger cars and those of trucks and buses. The second series presents monthly data to show the number of motor vehicles financed and the corresponding amount of financing. Figures on financing are available for new and used vehicles separately but no distinction is made as between passenger cars and other types of motor vehicles. This report summarizes the results of both series for 1935 together with comparative figures for earlier years and brings together in more permanent form the information contained in the monthly bulletins.

Sales of new motor vehicles in Canada in 1935 numbered 100,961 and were valued at \$101,285,655. Of the total number, 83,242 were passenger cars which sold for \$83,429,114, while 17,719 were trucks and buses which sold for \$17,856,541. Passenger car sales show a gain over the 1934 totals of 35.3 per cent in number and 31.2 per cent in retail value, while the increase in truck and bus sales was still greater, being 49.5 per cent in number and 46.1 per cent in retail value. New motor vehicles to the number of 31,950 were financed for \$22,410,656 in 1935, while in the preceding year there were 23,264 new vehicles financed to the extent of \$16,364,735. In 1935 the amount of financing of new motor vehicles amounted to 22.1 per cent of the total selling value of all such vehicles sold. In 1934 the corresponding ratio was slightly lower, or 21.6 per cent; in 1933 it was 22.1 per cent, while in 1932 it was 28.2 per cent.

Part 1.—Retail Sales of New Motor Vehicles

Statistics of sales of new motor vehicles in Canada are collected monthly from companies which manufacture or assemble motor vehicles in Canada and from manufacturers in the United States of vehicles made for sale in Canada. Nineteen companies submitted reports in 1932 and 1933, twenty-two companies in 1934 and twenty-four companies in 1935. The coverage of business in this field is now more than 95 per cent.

The retail value reported is the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Freight charges from factory to place of purchase have been excluded. Duty is included in the retail value of imported cars.

The following table shows the number and retail value of new motor vehicles sold in Canada since 1932, the first year for which such data were collected. The remarkable recovery in the automotive trade since 1933 is apparent at once from the figures here presented:

Summary of New Motor Vehicle Sales at Retail in Canada, by Years, 1932 - 1935

Year	Passenger Cars		Trucks and Buses		Total Vehicles	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
1932	38,621	38,919,015	7,249	6,341,727	45,870	45,260,742
1933	39,568	39,692,630	5,764	5,757,600	45,332	45,450,230
1934	61,503	63,566,402	11,855	12,219,059	73,358	75,785,461
1935	83,242	83,429,114	17,719	17,856,541	100,961	101,285,655

Retail Sales by Provinces, 1934 and 1935.—While retail sales of new motor vehicles have been secured for the Dominion as a whole since 1932, 1934 is the earliest year for which provincial data are available. Table 1 presents a comparison by provinces of the number and value of vehicles sold in 1934 and 1935 and gives separate figures for passenger cars and commercial vehicles. In order to avoid disclosing operations of individual companies, it has been found necessary to group all figures for the Maritime Provinces.

While all sections recorded gains in number and value of cars, trucks and buses sold in 1935 over 1934, the relative increases were not uniform for all provinces. In comparison with the Dominion average of 37.6 per cent increase in total number of new vehicles sold, the increase in Saskatchewan was greatest, 59.6 per cent, while that in the Maritime Provinces was least, or 18.8 per cent.

In the passenger car group, the greatest relative improvement over 1934 in number and value of vehicles sold is recorded for the Western Provinces. Saskatchewan leads with an increase of 51.3 per cent in number and 46.3 per cent in value, while Manitoba comes second with increases of 45.5 per cent and 40.0 per cent in number and value respectively. Increases in passenger car sales in the Maritimes were much lower than in the other provinces as reflected in the percentage changes of 9.7 per cent in number of cars and 4.9 per cent in value of sales.

In number of commercial vehicles sold, Saskatchewan again shows the largest percentage gain in 1935 over 1934 and is followed by British Columbia, Manitoba and the Maritime Provinces.

Retail Sales by Months, 1932 - 1935.—Table 2 presents a Dominion summary of sales by years and months and shows the number and retail value of new vehicles sold each month from 1932 to 1935. The table is divided into three divisions: The first shows sales of passenger cars only; the second shows corresponding data for commercial vehicles; while the third section gives combined figures for passenger cars, trucks and buses.

Retail Sales by Provinces and Months, 1934 and 1935.—Table 3 presents data to show the number and retail value of motor vehicles sold in 1934 and 1935 together with the percentage changes between the two years. Dominion figures are given in Table 3(a), while provincial data are shown in Tables 3(b) to 3(h).

Passenger Car Group: For the Dominion as a whole, declines of 2.3 per

cent and 15.2 per cent in number of vehicles sold were registered in August and September of 1935 below the corresponding months of 1934. Increases in all other months of 1935 resulted, however, in an annual increase of 35.3 per cent above the 1934 total. The large percentage increases in November and December of 1935 over the corresponding periods in 1934 are especially noteworthy. These large increases, with the accompanying declines in the immediately preceding months, are largely due, of course, to the earlier introduction than usual of new models in the autumn of 1935 and the consequent postponement of August and September orders until these cars were on the market.

Decreases in number of cars sold in the Maritime Provinces in practically all the summer months of 1935 below the corresponding periods of 1934, while offset by increases at the beginning and close of the year, resulted in a net annual increase of only 9.7 per cent over 1934. It might be mentioned that on account of the small numbers reported for this economic area, the large percentage changes as between the two years as shown in the tables do not have the significance which might be attached to them at first inspection.

In Quebec, decreases below 1934 were recorded in June and September of 1935 but increases in all other months resulted in a net annual increase of 35.5 per cent in number of new passenger cars sold in 1935 over 1934. Ontario reported a decrease in number of cars sold in September, 1935, below the corresponding month in 1934, but increases for all other months gave an increase for the year of 35.6 per cent above the 1934 total. Manitoba reported decreases of 9.8 per cent and 23.0 per cent below 1934 in August and September, 1935, respectively, but increases in all other months were sufficient to bring the total number of cars sold in the year 45.5 per cent higher than the 1934 figure. Saskatchewan reported increases in all months of 1935 over 1934 excepting March only when a decrease of 11.5 per cent was recorded. The annual figure for this province was 51.3 per cent higher in 1935 than in 1934, this increase being the highest recorded for any province in the Dominion. Alberta recorded a decrease of 9.0 per cent in August, 1935, below August, 1934, but increases in all other months resulted in a net annual gain in number of new cars sold of 43.7 per cent. Decreases were reported for British Columbia in January, August and September, but increases in the other months made the annual figure for the year 42.6 per cent higher than that for 1934.

Table 3 also presents similar data for trucks and buses and for all motor vehicles combined.

Part 2. - Financing of Sales of New and Used Motor Vehicles in Canada

Statistics on financing of sales of motor vehicles have been compiled from returns made by all large finance companies in Canada, which are engaged in purchasing accounts, contracts or notes arising out of retail sales of motor vehicles. The reporting companies give separate totals for new and used vehicles and also for original and renewal financing or refinancing, but statistics on original financing only are published. At the present time totals for the whole of Canada only are available, but the Bureau has recently been receiving reports on volume of financing business by provinces from the various companies. As soon as sufficient data are on hand to make adequate comparisons, provincial figures will be published.

Table 4 presents a summary of motor vehicle financing by years from 1929 to 1935 to show the number of new and used vehicles whose sales were financed each year, and the corresponding amounts of financing. There were 100,178 motor vehicles whose sales in 1935 were financed to the extent of \$40,342,264. In 1934 there were

76,170 vehicles financed for \$30,091,463, while in 1933 the number was 54,238 and amount of financing, \$20,158,788.

The total number for 1935 included 31,950 new motor vehicles which were financed for \$22,410,656 or an average of \$701 each. There were also 68,228 used vehicles which were financed to the extent of \$17,931,608 or an average of \$263 each. Table 4 indicates that in so far as new motor vehicles are concerned the average amount of financing per vehicle has increased by approximately \$100 during recent years. On the other hand, the amount of financing per used vehicle has undergone an almost continuous decrease since 1929.

Table 5 shows the relative numbers of new and used motor vehicles whose sales were financed during each year from 1929 to 1935. The distribution of the total amount of financing as between the two classes is also given. Of the total number of motor vehicles whose sales in 1929 were financed, 43.6 per cent were new and 56.4 per cent were used. The percentage of new to total vehicles declined continuously until 1933 when it was 29.3 per cent. In 1934 it had risen slightly to 30.5 per cent and in 1935 it was 31.9 per cent.

The distribution of the total amount of financing as between new and used vehicles does not follow the continuous trend observed for the number of units. In 1929, 54.6 per cent of the total amount of financing was for new vehicles. The percentage of new to total dropped to 45.4 per cent in 1930, remained relatively stable at approximately 50 per cent from 1931 to 1933, and then increased to 54.4 per cent and 55.6 per cent in 1934 and 1935 respectively.

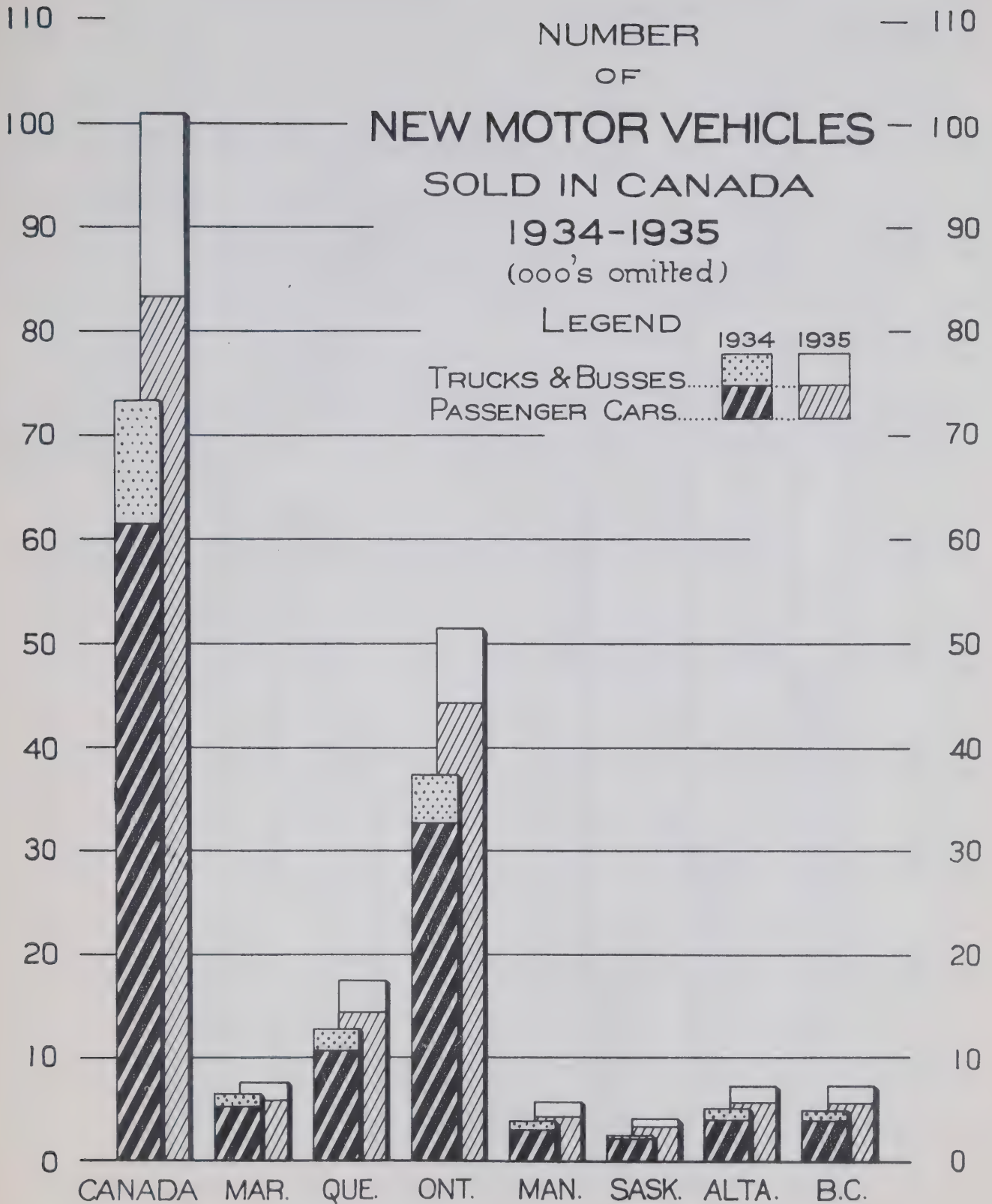
The continuous decrease in the proportion that the number of new vehicles whose sales are financed bears to the total number, together with an absence of a corresponding continuous decrease in the proportions of the total amount of financing, is consistent, of course, with the decrease in the average amount of financing per used vehicle over the period under review as shown in Table 4.

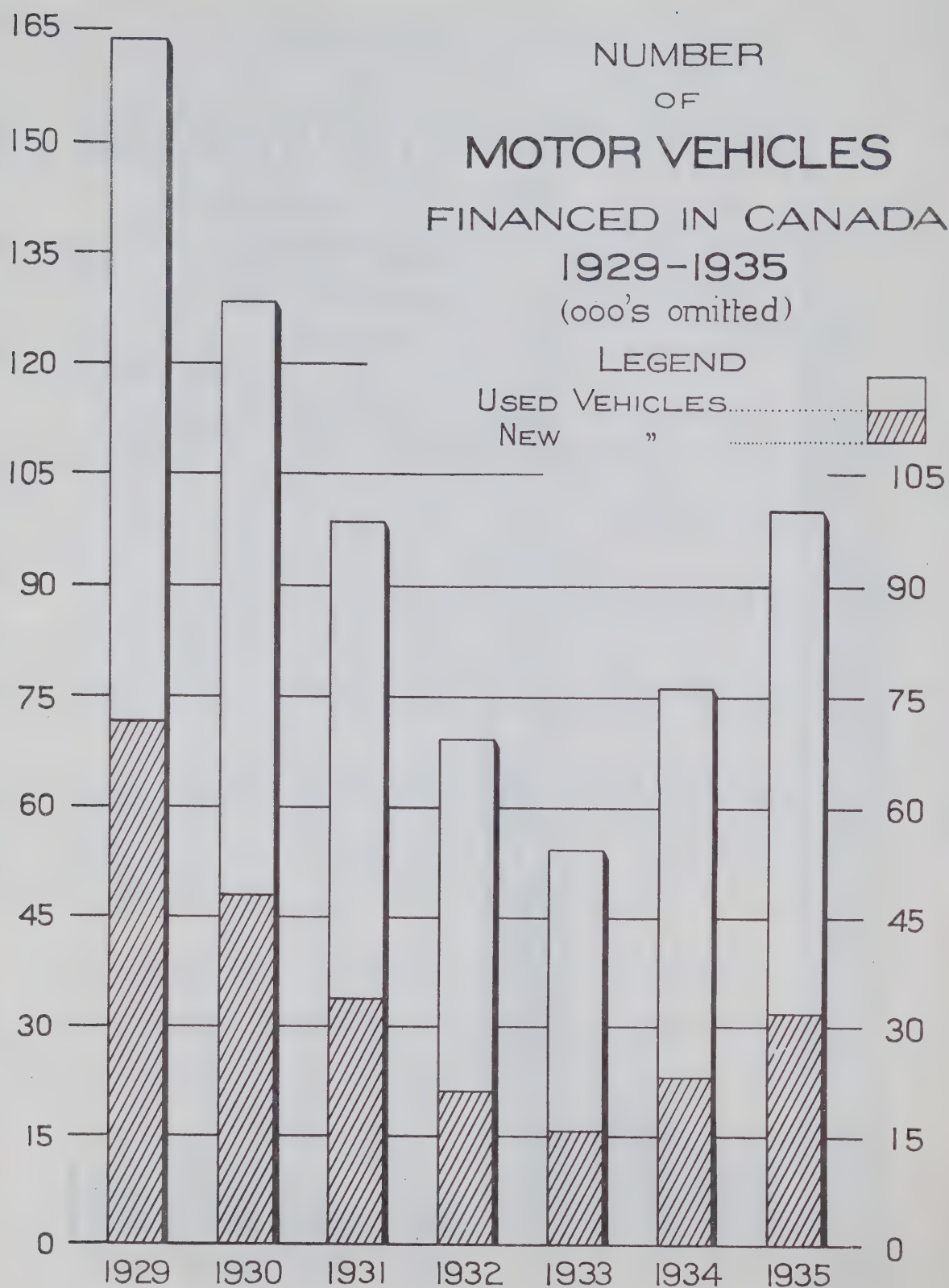
Financing of Motor Vehicles by Months, 1933 - 1935.---Table 6 gives the number of new and used vehicles financed and the corresponding amounts of financing by months from 1933 to 1935. The pronounced increases in new vehicles financed during November and December of 1935 over the corresponding months of 1934 reflect the corresponding increases in motor vehicle sales due to the earlier introduction than usual of new models.

Part 3.--Comparison of Retail Sales and Financing of Sales of New Motor Vehicles

Statistics on retail sales of new motor vehicles are available for the period 1932 to 1935 and the figures may be broken down to show separate data for passenger models and trucks and buses. No information is available, however, regarding the sale of used motor vehicles.

Data relating to financing are available for the period 1929 to 1935 and here a distinction may be made as between new and used vehicles, but separate figures for passenger and commercial models are not given. It is thus possible to make a comparison of the total value of sales and the amount of financing of new vehicles, including both passenger and commercial models and covering the period 1932 to 1935. Comparative figures for 1930 may also be shown since sales of new motor vehicles for that year were secured in connection with the Census of Merchandising and Service Establishments. The number of vehicles sold in that year is not known. The following table presents a comparison of the two series:





Retail Sales and Financing of New Motor Vehicles, 1930 - 1935

Year	Sales of New Vehicles		Financing of New Vehicles			
	Number	Retail value \$	Number	Per cent of total number sold	Amount \$	Per cent of value of total number sold
1930	(X)	122,165,000	47,961	(X)	28,610,731	23.4
1931	(X)	(X)	33,988	(X)	20,869,547	(X)
1932	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933	45,332	45,450,230	15,880	35.0	10,030,368	22.1
1934	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935	100,961	101,285,655	31,950	31.6	22,410,656	22.1

(X) Figures not available.

The table shows that of the 100,961 new motor vehicles which were sold in 1935, 31.6 per cent, or 31,950, were financed by the various financing companies. The amount of financing formed 22.1 per cent of the total value of sales of all new vehicles in that year.

Table 1.--Sales of New Motor Vehicles at Retail, by Provinces, 1934 and 1935

Province	Number of Vehicles			Retail Value		
	1934	1935	% change, 1935/1934	1934	1935	% change, 1935/1934
				\$	\$	

Passenger Cars

Maritimes	5,207	5,710	+ 9.7	5,392,486	5,655,768	+ 4.9
Quebec	10,658	14,445	+ 35.5	11,171,216	14,685,563	+ 31.5
Ontario	32,752	44,396	+ 35.6	33,959,354	44,762,149	+ 31.8
Manitoba	2,966	4,316	+ 45.5	2,995,882	4,192,977	+ 40.0
Saskatchewan ...	2,134	3,228	+ 51.3	2,121,385	3,104,488	+ 46.3
Alberta	3,913	5,624	+ 43.7	3,977,465	5,543,855	+ 39.4
British Columbia	3,873	5,523	+ 42.6	3,948,614	5,484,314	+ 38.9
Canada	61,503	83,242	+ 35.3	63,566,402	83,429,114	+ 31.2

Trucks and Buses

Maritimes	1,243	1,955	+ 57.3	1,227,933	1,930,478	+ 57.2
Quebec	2,078	3,177	+ 52.9	2,182,559	3,360,122	+ 54.0
Ontario	5,150	7,233	+ 40.4	5,371,896	7,287,132	+ 35.7
Manitoba	844	1,336	+ 58.3	816,667	1,244,329	+ 52.4
Saskatchewan ...	383	790	+106.3	367,443	731,931	+ 99.2
Alberta	1,120	1,526	+ 36.3	1,112,746	1,463,556	+ 31.5
British Columbia	1,037	1,702	+ 64.1	1,139,815	1,838,993	+ 61.3
Canada	11,855	17,719	+ 49.5	12,219,059	17,856,541	+ 46.1

Total Vehicles

Maritimes	6,450	7,665	+ 18.8	6,620,419	7,586,246	+ 14.6
Quebec	12,736	17,622	+ 38.4	13,353,775	18,045,685	+ 35.1
Ontario	37,902	51,629	+ 36.2	39,331,250	52,049,281	+ 32.3
Manitoba	3,810	5,652	+ 48.3	3,812,549	5,437,306	+ 42.6
Saskatchewan ...	2,517	4,018	+ 59.6	2,488,828	3,836,419	+ 54.1
Alberta	5,033	7,150	+ 42.1	5,090,211	7,007,411	+ 37.7
British Columbia	4,910	7,225	+ 47.1	5,088,429	7,323,307	+ 43.9
Canada	73,358	100,961	+ 37.6	75,785,461	101,285,655	+ 33.6

at a Retail Sales of New Motor Vehicles in Canada, by Months, 1932 - 1935

Month	Number					Retail Value			
	1932	1933	1934	1935x	1935	1932	1933	1934	1935x
						\$	\$	\$	\$

Passenger Cars

January	1,590	1,624	1,875	2,857	1,679,315	1,691,428	1,815,612	2,868,956
February	2,840	2,158	3,642	5,978	3,093,028	2,281,811	3,607,242	5,999,505
March	4,379	3,747	7,580	9,244	4,671,621	3,756,899	7,616,926	9,287,801
April	5,421	5,495	10,649	15,401	5,894,702	5,426,224	11,136,081	15,191,243
May	7,106	6,693	11,868	13,853	7,099,182	6,541,590	12,366,175	13,495,025
June	5,907	5,305	8,486	9,698	5,445,704	5,906,012	8,810,943	9,682,678
July	3,473	4,574	5,506	6,265	3,261,756	4,497,985	5,684,999	6,282,368
August	2,646	3,355	4,042	3,950	2,580,988	3,327,576	4,188,057	4,068,147
September	2,219	2,722	3,059	2,593	2,112,812	2,778,022	3,194,367	2,818,069
October	1,312	1,606	1,992	2,953	1,378,617	1,640,543	2,153,202	3,255,459
November	880	989	1,155	5,201	890,940	1,039,020	1,247,798	5,329,638
December	848	800	1,649	5,244	810,350	805,520	1,745,000	5,150,220
Total	38,621	39,568	61,503	83,242	38,919,015	39,692,630	63,566,402	83,429,114

New Trucks and Buses

January	308	178	256	615	302,373	152,309	300,483	680,722
February	514	242	616	1,253	502,319	240,398	611,821	1,255,646
March	766	375	871	1,717	689,625	379,598	891,412	1,608,632
April	1,073	583	1,478	2,766	939,017	577,696	1,544,841	2,773,905
May	1,038	846	1,899	2,717	935,479	831,924	1,946,587	2,843,865
June	839	707	1,639	2,042	711,944	727,306	1,636,504	1,898,613
July	544	572	1,126	1,119	467,455	553,526	1,133,567	1,219,311
August	559	553	1,220	1,415	466,800	516,067	1,234,266	1,428,766
September	695	719	951	1,436	528,629	673,469	976,785	1,486,471
October	1,112	1,046	710	907	327,971	494,445	741,507	906,879
November	311	226	556	814	261,283	364,782	587,612	798,974
December	1,190	1,67	533	842	208,832	245,580	613,674	894,758
Total	7,249	5,764	11,855	17,719	6,341,727	5,757,600	12,219,059	17,856,541

Table 2.--Retail Sales of New Motor Vehicles in Canada, by Months, 1932 - 1935 (Cont'd.) -

Total Cars, Trucks and Buses

Month	Number				Retail Value			
	1932	1933	1934	1935x	1932	1933	1934	1935x
January	1,898	1,802	2,131	3,472	1,981,688	1,843,737	2,116,095	3,549,678
February	3,354	2,400	4,258	7,231	3,595,347	2,522,209	4,219,063	7,255,151
March	5,145	4,122	8,451	10,961	5,361,246	4,136,497	8,508,338	10,896,433
April	6,494	6,078	12,127	18,167	6,833,719	6,003,920	12,680,922	17,965,153
May	8,144	7,539	13,767	16,575	8,034,661	7,373,514	14,312,762	16,338,890
June	6,746	6,512	10,125	11,740	6,157,648	6,633,318	10,447,447	11,581,291
July	4,017	5,146	6,632	7,384	3,729,211	5,051,511	6,818,566	7,501,679
August	3,205	3,908	5,262	5,365	3,047,788	3,843,643	5,422,323	5,496,913
September	2,914	3,441	4,010	4,029	2,641,441	3,451,491	4,171,152	4,304,540
October	1,724	2,102	2,702	3,936	1,706,588	2,135,488	2,894,709	4,222,337
November	1,191	1,315	1,711	6,015	1,152,223	1,403,802	1,835,410	6,128,612
December	1,038	967	2,182	6,086	1,019,182	1,051,100	2,358,674	6,044,978
Total	45,870	45,332	73,358	100,961	45,260,742	45,450,230	75,785,461	101,285,655

x Revised.

Table 3(a).---CANADA - Summary of New Motor Vehicle Sales by Months, 1934 and 1935

Month	Number of Vehicles			Retail Value		
	1934	1935	% change, 1935/1934	1934	1935	% change, 1935/1934
				\$	\$	
<u>Passenger Cars</u>						
Totals	61,503	83,242	+ 35.3	63,566,402	83,429,114	+ 31.2
January	1,875	2,857	+ 52.4	1,815,612	2,868,956	+ 58.0
February	3,642	5,978	+ 64.1	3,607,242	5,999,505	+ 66.3
March	7,580	9,244	+ 22.0	7,616,926	9,287,801	+ 21.9
April	10,649	15,401	+ 44.6	11,136,081	15,191,248	+ 36.4
May	11,868	13,858	+ 16.8	12,366,175	13,495,025	+ 9.1
June	8,486	9,698	+ 14.3	8,810,943	9,682,678	+ 9.9
July	5,506	6,265	+ 13.8	5,684,999	6,282,368	+ 10.5
August	4,042	3,950	- 2.3	4,188,057	4,068,147	- 2.9
September	3,059	2,593	- 15.2	3,194,367	2,818,069	- 11.8
October	1,992	2,953	+ 48.2	2,153,202	3,255,459	+ 51.2
November	1,155	5,201	+350.3	1,247,798	5,329,638	+327.1
December	1,649	5,244	+218.0	1,745,000	5,150,220	+195.1
<u>Trucks and Buses</u>						
Totals	11,855	17,719	+ 49.5	12,219,059	17,856,541	+ 46.1
January	256	615	+140.2	300,483	680,722	+126.5
February	616	1,253	+103.4	611,821	1,255,646	+105.2
March	871	1,717	+ 97.1	891,412	1,608,632	+ 80.5
April	1,478	2,766	+ 87.1	1,544,841	2,773,905	+ 79.6
May	1,899	2,717	+ 43.1	1,946,587	2,843,865	+ 46.1
June	1,639	2,042	+ 24.6	1,636,504	1,898,613	+ 16.0
July	1,126	1,119	- 0.6	1,133,567	1,219,311	+ 7.6
August	1,220	1,415	+ 16.0	1,234,266	1,428,766	+ 15.8
September	951	1,436	+ 51.0	976,785	1,486,471	+ 52.2
October	710	983	+ 38.5	741,507	966,878	+ 30.4
November	556	814	+ 46.4	587,612	798,974	+ 36.0
December	533	842	+ 58.0	613,674	894,758	+ 45.8
<u>Total Vehicles</u>						
Totals	73,358	100,961	+ 37.6	75,785,461	101,285,655	+ 33.6
January	2,131	3,472	+ 62.9	2,116,095	3,549,678	+ 67.7
February	4,258	7,231	+ 69.8	4,219,063	7,255,151	+ 72.0
March	8,451	10,961	+ 29.7	8,508,338	10,896,433	+ 28.1
April	12,127	18,167	+ 49.8	12,680,922	17,965,153	+ 41.7
May	13,767	16,575	+ 20.4	14,312,762	16,338,890	+ 14.2
June	10,125	11,740	+ 16.0	10,447,447	11,581,291	+ 10.9
July	6,632	7,384	+ 11.3	6,813,566	7,501,679	+ 10.0
August	5,262	5,365	+ 2.0	5,422,323	5,496,913	+ 1.4
September	4,010	4,029	+ 0.5	4,171,152	4,304,540	+ 3.2
October	2,702	3,936	+ 45.7	2,894,709	4,222,337	+ 45.9
November	1,711	6,015	+251.5	1,835,410	6,128,612	+233.9
December	2,182	6,086	+178.9	2,358,674	6,044,978	+156.3

Table 3(b).---MARITIME PROVINCES - Summary of New Motor Vehicle Sales by Months,
1934 and 1935

Month	Number of Vehicles			Retail Value		
	1934	1935	% change, 1935/1934	1934	1935	% change, 1935/1934
				\$	\$	
<u>Passenger Cars</u>						
Totals	5,207	5,710	+ 9.7	5,392,486	5,655,768	+ 4.9
January	38	176	+363.2	36,063	176,483	+389.4
February	143	271	+ 89.5	139,636	270,622	+ 93.8
March	362	514	+ 42.0	372,674	510,433	+ 37.0
April	938	994	+ 6.0	986,655	942,874	- 4.4
May	1,342	1,169	- 12.9	1,390,666	1,115,480	- 19.8
June	836	874	+ 4.5	872,013	868,085	- 0.5
July	547	446	- 18.5	559,947	452,810	- 19.1
August	392	285	- 27.3	394,872	295,200	- 25.2
September	234	185	- 20.9	242,409	201,365	- 16.9
October	137	212	+ 54.7	147,023	231,684	+ 57.6
November	88	320	+263.6	93,723	332,950	+255.2
December	150	264	+ 76.0	156,805	257,782	+ 64.4
<u>Trucks and Buses</u>						
Totals	1,243	1,955	+ 57.3	1,227,933	1,930,478	+ 57.2
January	8	46	+475.0	7,831	45,583	+482.1
February	52	77	+ 48.1	49,042	72,907	+ 48.7
March	65	125	+ 92.3	65,708	123,116	+ 87.4
April	197	276	+ 40.1	195,948	269,629	+ 37.6
May	262	364	+ 33.9	256,511	373,304	+ 45.5
June	191	262	+ 37.2	185,952	254,720	+ 37.0
July	139	147	+ 5.8	135,522	154,608	+ 14.1
August	113	193	+ 70.8	111,820	184,926	+ 65.4
September	42	178	+323.8	40,394	176,914	+338.0
October	70	122	+ 74.3	68,849	117,608	+ 70.8
November	56	87	+ 55.4	59,401	83,724	+ 40.9
December	48	78	+ 62.5	50,955	73,439	+ 44.1
<u>Total Vehicles</u>						
Totals	6,450	7,665	+ 18.8	6,620,419	7,586,246	+ 14.6
January	46	222	+382.6	43,894	222,066	+405.9
February	195	348	+ 78.5	188,678	343,529	+ 82.1
March	427	639	+ 49.6	438,382	633,549	+ 44.5
April	1,135	1,270	+ 11.9	1,182,603	1,212,503	+ 2.5
May	1,604	1,533	- 4.4	1,647,177	1,488,784	- 9.6
June	1,027	1,136	+ 10.6	1,057,965	1,122,805	+ 6.1
July	686	593	- 13.6	695,469	607,418	- 12.7
August	505	478	- 5.3	506,692	480,126	- 5.2
September	276	363	+ 31.5	282,803	378,279	+ 33.8
October	207	334	+ 61.4	215,872	349,292	+ 61.8
November	144	407	+182.6	153,124	416,674	+172.1
December	198	342	+ 72.7	207,760	331,221	+ 59.4

Table 3(c).--QUEBEC -- Summary of New Motor Vehicle Sales by Months, 1934 and 1935

Month	Number of Vehicles			Retail Value		
	1934	1935	% change, 1935/1934	1934	1935	% change, 1935/1934
				\$	\$	
<u>Passenger Cars</u>						
Total	10,658	14,445	+ 35.5	11,171,216	14,685,563	+ 31.5
January	155	361	+132.9	147,169	362,151	+146.1
February	492	894	+ 81.7	498,783	943,628	+ 89.2
March	1,140	1,622	+ 42.3	1,148,995	1,657,081	+ 44.2
April	2,190	3,122	+ 42.6	2,296,874	3,057,279	+ 33.1
May	2,323	2,562	+ 10.3	2,413,887	2,525,253	+ 4.6
June	1,633	1,566	- 4.1	1,730,608	1,573,504	- 9.1
July	957	1,079	+ 12.7	1,014,788	1,108,223	+ 9.2
August	616	617	+ 0.2	652,459	655,814	+ 0.5
September	484	448	- 7.4	524,878	500,770	- 4.6
October	293	520	+ 77.5	321,610	587,859	+ 82.8
November	171	825	+382.5	192,651	868,268	+350.7
December	204	829	+306.4	228,514	845,733	+270.1
<u>Trucks and Buses</u>						
Total	2,078	3,177	+ 52.9	2,182,559	3,360,122	+ 54.0
January	22	85	+286.4	23,182	108,453	+367.8
February	55	196	+256.4	59,090	200,912	+240.0
March	107	299	+179.4	117,796	296,980	+152.1
April	227	564	+148.5	249,889	588,226	+135.4
May	544	537	- 1.3	559,127	563,536	+ 0.8
June	404	376	- 6.9	407,237	365,965	- 10.1
July	220	206	- 6.4	217,913	231,001	+ 6.0
August	153	234	+ 52.9	168,813	244,515	+ 44.8
September	134	227	+ 69.4	135,051	244,630	+ 81.1
October	85	151	+ 77.6	97,465	160,172	+ 64.3
November	79	154	+ 94.9	89,995	165,110	+ 83.5
December	48	148	+208.3	57,001	190,622	+234.4
<u>Total Vehicles</u>						
Total	12,736	17,622	+ 38.4	13,353,775	18,045,685	+ 35.1
January	177	446	+152.0	170,351	470,604	+176.3
February	547	1,090	+ 99.3	557,873	1,144,540	+105.2
March	1,247	1,921	+ 54.0	1,266,791	1,954,061	+ 54.3
April	2,417	3,686	+ 52.5	2,546,763	3,645,505	+ 43.7
May	2,867	3,099	+ 8.1	2,973,014	3,088,789	+ 3.9
June	2,037	1,942	- 4.7	2,137,845	1,939,469	- 9.3
July	1,177	1,285	+ 9.2	1,232,701	1,339,224	+ 8.6
August	769	851	+ 10.7	821,272	900,329	+ 9.6
September	618	675	+ 9.2	659,929	745,400	+ 13.0
October	378	671	+ 77.5	419,075	748,031	+ 78.5
November	250	979	+291.6	282,646	1,033,378	+265.6
December	252	977	+287.7	285,515	1,036,355	+263.0

Table 3(d).--ONTARIO -- Summary of New Motor Vehicle Sales by Months, 1934 and 1935

Month	Number of Vehicles			Retail Value		
	1934	1935	% change, 1935/1934	1934	1935	% change, 1935/1934
				\$	\$	
<u>Passenger Cars</u>						
Total	32,752	44,396	+ 35.6	33,959,354	44,762,149	+ 31.8
January	1,301	1,845	+ 41.8	1,268,690	1,843,548	+ 45.3
February	2,199	3,513	+ 59.8	2,168,984	3,514,452	+ 62.0
March	4,523	5,114	+ 13.1	4,557,282	5,144,868	+ 12.9
April	5,361	8,173	+ 52.5	5,633,625	8,182,086	+ 45.2
May	6,084	6,930	+ 13.9	6,369,388	6,816,722	+ 7.0
June	4,370	4,933	+ 13.0	4,557,050	4,989,341	+ 9.5
July	2,630	3,105	+ 18.1	2,733,753	3,127,834	+ 14.4
August	2,047	2,098	+ 2.5	2,138,025	2,168,751	+ 1.4
September	1,665	1,275	- 23.4	1,738,265	1,403,928	- 19.2
October	1,101	1,433	+ 30.2	1,216,294	1,601,084	+ 31.6
November	587	2,895	+393.2	650,633	2,968,427	+356.2
December	884	3,077	+248.1	927,365	3,001,108	+223.6
<u>Trucks and Buses</u>						
Total	5,150	7,233	+ 40.4	5,371,896	7,287,132	+ 35.7
January	156	312	+100.0	196,783	323,904	+ 64.6
February	333	625	+ 87.7	336,770	643,919	+ 91.2
March	435	857	+ 97.0	442,881	787,986	+ 77.9
April	677	1,207	+ 78.3	705,659	1,222,144	+ 73.2
May	741	1,085	+ 46.4	747,049	1,193,312	+ 59.7
June	728	791	+ 8.7	732,980	717,150	- 2.2
July	459	329	- 28.3	468,849	382,558	- 18.4
August	441	450	+ 2.0	460,593	454,051	- 1.4
September	395	486	+ 23.0	418,432	509,610	+ 21.8
October	326	375	+ 15.0	344,524	357,353	+ 3.7
November	268	352	+ 31.3	284,242	334,899	+ 17.8
December	191	364	+ 90.6	233,134	360,246	+ 54.5
<u>Total Vehicles</u>						
Total	37,902	51,629	+ 36.2	39,331,250	52,049,281	+ 32.3
January	1,457	2,157	+ 48.0	1,465,473	2,167,452	+ 47.9
February	2,532	4,138	+ 63.4	2,505,754	4,158,371	+ 66.0
March	4,958	5,971	+ 20.4	5,000,163	5,932,854	+ 18.7
April	6,038	9,380	+ 55.3	6,339,284	9,404,230	+ 48.3
May	6,825	8,015	+ 17.4	7,116,437	8,010,034	+ 12.6
June	5,098	5,729	+ 12.4	5,290,030	5,706,491	+ 7.9
July	3,089	3,434	+ 11.2	3,202,602	3,510,392	+ 9.6
August	2,488	2,548	+ 2.4	2,598,618	2,622,802	+ 0.9
September	2,060	1,761	- 14.5	2,156,697	1,913,538	- 11.3
October	1,427	1,808	+ 26.7	1,560,818	1,958,437	+ 25.5
November	855	3,247	+279.8	934,875	3,303,326	+253.3
December	1,075	3,441	+220.1	1,160,499	3,361,354	+189.6

Table 3(e).—MANITOBA — Summary of New Motor Vehicle Sales by Months, 1934 and 1935

Month	Number of Vehicles			Retail Value		
	1934	1935	% change, 1935/1934	1934	1935	% change, 1935/1934
				\$	\$	
<u>Passenger Cars</u>						
Total	2,966	4,316	+ 45.5	2,995,882	4,192,977	+ 40.0
January	57	107	+ 87.7	53,971	105,145	+ 94.8
February	109	223	+104.6	111,058	220,395	+ 98.5
March	280	414	+ 47.9	282,595	407,260	+ 44.1
April	568	823	+ 44.9	581,063	775,338	+ 33.4
May	658	936	+ 42.2	682,183	879,118	+ 28.9
June	425	564	+ 32.7	416,238	548,453	+ 31.8
July	259	402	+ 55.2	252,214	387,400	+ 53.6
August	215	194	- 9.8	217,499	195,442	- 10.1
September	174	134	- 23.0	176,550	144,716	- 18.0
October	96	125	+ 30.2	95,650	138,693	+ 45.0
November	53	222	+318.9	54,102	226,286	+318.3
December	72	172	+138.9	72,754	164,731	+126.4
<u>Trucks and Buses</u>						
Total	844	1,336	+ 58.3	816,667	1,244,329	+ 52.4
January	13	48	+269.2	12,758	49,881	+291.0
February	25	74	+196.0	20,385	67,486	+231.1
March	47	97	+106.4	44,486	82,266	+ 84.9
April	94	210	+123.4	97,610	196,791	+101.6
May	90	220	+144.4	86,214	208,548	+141.9
June	88	155	+ 76.1	80,483	129,775	+ 61.2
July	71	114	+ 60.6	66,293	108,948	+ 64.3
August	110	121	+ 10.0	104,219	114,629	+ 10.0
September	97	92	- 5.2	90,421	89,508	- 1.0
October	88	61	- 30.7	87,791	53,631	- 38.9
November	22	50	+127.3	24,255	48,223	+ 98.8
December	99	94	- 5.1	101,752	94,643	- 7.0
<u>Total Vehicles</u>						
Total	3,810	5,652	+ 48.3	3,812,549	5,437,306	+ 42.6
January	70	155	+121.4	66,729	155,026	+132.3
February	134	297	+121.6	131,443	287,881	+119.0
March	327	511	+ 56.3	327,081	489,526	+ 49.7
April	662	1,033	+ 56.0	678,673	972,129	+ 43.2
May	748	1,156	+ 54.5	768,402	1,087,666	+ 41.5
June	513	719	+ 40.2	496,721	678,228	+ 36.5
July	330	516	+ 56.4	318,507	496,348	+ 55.8
August	325	315	- 3.1	321,718	310,071	- 3.6
September	271	226	- 16.6	266,971	234,224	- 12.3
October	184	186	+ 1.1	183,441	192,324	+ 4.8
November	75	272	+262.7	78,357	274,509	+250.3
December	171	266	+ 55.6	174,506	259,374	+ 48.6

Table 3(f).--SASKATCHEWAN -- Summary of New Motor Vehicle Sales by Months,
1934 and 1935

Month	Number of Vehicles			Retail Value		
	1934	1935	% change, 1935/1934	1934	1935	% change, 1935/1934
				\$	\$	
<u>Passenger Cars</u>						
Total	2,134	3,228	+ 51.3	2,121,385	3,104,488	+ 46.3
January	23	56	+143.5	22,094	55,430	+150.9
February	92	128	+ 39.1	89,520	122,685	+ 37.0
March	270	239	- 11.5	260,146	233,265	- 10.3
April	387	522	+ 34.9	393,010	482,064	+ 22.7
May	362	670	+ 85.1	356,003	623,398	+ 75.1
June	242	466	+ 92.6	238,912	445,098	+ 86.3
July	278	313	+ 12.6	278,595	305,290	+ 9.6
August	147	186	+ 26.5	147,148	178,634	+ 21.4
September	129	146	+ 13.2	129,506	146,764	+ 13.3
October	93	175	+ 88.2	92,946	181,484	+ 95.3
November	46	171	+271.7	46,922	181,170	+286.1
December	65	156	+140.0	66,583	149,206	+124.1

<u>Trucks and Buses</u>						
Total	383	790	+106.3	367,443	731,931	+ 99.2
January	1	8	+700.0	818	7,639	+833.9
February	5	17	+240.0	5,030	16,566	+229.3
March	15	24	+ 60.0	14,449	21,459	+ 48.5
April	58	74	+ 27.6	56,744	65,851	+ 16.0
May	33	98	+197.0	33,105	93,393	+182.1
June	34	101	+197.1	29,838	92,782	+211.0
July	31	79	+154.8	34,377	76,149	+121.5
August	70	135	+ 92.9	60,619	128,577	+112.1
September	68	138	+102.9	63,528	127,675	+101.0
October	31	62	+100.0	30,685	55,773	+ 81.8
November	21	27	+ 28.6	19,032	20,850	+ 9.6
December	16	27	+ 68.8	19,218	25,217	+ 31.2

<u>Total Vehicles</u>						
Total	2,517	4,018	+ 59.6	2,488,828	3,836,419	+ 54.1
January	24	64	+166.7	22,912	63,069	+175.3
February	97	145	+ 49.5	94,550	139,251	+ 47.3
March	285	263	- 7.7	274,595	254,724	- 7.2
April	445	596	+ 33.9	449,754	547,915	+ 21.8
May	395	768	+ 94.4	389,108	716,791	+ 84.2
June	276	567	+105.4	268,750	537,880	+100.1
July	309	392	+ 26.9	312,972	381,439	+ 21.9
August	217	321	+ 47.9	207,767	307,211	+ 47.9
September	197	284	+ 44.2	193,034	274,439	+ 42.2
October	124	237	+ 91.1	123,631	237,257	+ 91.9
November	67	198	+195.5	65,954	202,020	+206.3
December	81	183	+125.9	85,801	174,423	+103.3

Table 3(g).--ALBERTA -- Summary of New Motor Vehicle Sales by Months, 1934 and 1935

Month	Number of Vehicles			Retail Value		
	1934	1935	% change, 1935/1934	1934	1935	% change, 1935/1934
				\$	\$	
Passenger Cars						
Total	3,913	5,624	+ 43.7	3,977,465	5,543,855	+ 39.4
January	116	149	+ 28.4	110,720	154,266	+ 39.3
February	255	418	+ 63.9	250,384	403,916	+ 61.3
March	503	666	+ 32.4	498,500	659,599	+ 32.3
April	677	869	+ 28.4	696,291	855,996	+ 22.9
May	621	861	+ 38.6	648,459	824,954	+ 27.2
June	475	759	+ 59.8	476,267	735,688	+ 54.5
July	415	479	+ 15.4	421,397	471,787	+ 12.0
August	299	272	- 9.0	308,279	277,782	- 9.9
September	181	226	+ 24.9	186,252	237,085	+ 27.3
October	134	247	+ 84.3	136,089	259,883	+ 91.0
November	110	371	+237.3	112,818	366,538	+224.9
December	127	307	+141.7	132,009	296,361	+124.5
Trucks and Buses						
Total	1,120	1,526	+ 36.3	1,112,746	1,463,556	+ 31.5
January	14	55	+292.9	13,341	72,556	+443.9
February	59	102	+ 72.9	51,553	89,426	+ 73.5
March	85	135	+ 58.8	81,340	118,837	+ 46.1
April	123	199	+ 61.8	124,235	193,275	+ 55.6
May	99	209	+111.1	94,927	204,628	+115.6
June	99	171	+ 72.7	105,593	150,544	+ 42.6
July	100	102	+ 2.0	99,957	102,935	+ 3.0
August	237	147	- 38.0	229,981	148,302	- 35.5
September	133	181	+ 36.1	127,615	172,118	+ 34.9
October	66	110	+ 66.7	67,866	100,297	+ 47.8
November	52	58	+ 11.5	51,821	56,232	+ 8.5
December	53	57	+ 7.5	64,517	54,406	- 15.7
Total Vehicles						
Total	5,033	7,150	+ 42.1	5,090,211	7,007,411	+ 37.7
January	130	204	+ 56.9	124,061	226,822	+ 82.8
February	314	520	+ 65.6	301,937	493,342	+ 63.4
March	588	801	+ 36.2	579,840	778,436	+ 34.3
April	800	1,068	+ 33.5	820,526	1,049,271	+ 27.9
May	720	1,070	+ 48.6	743,386	1,029,582	+ 38.2
June	574	930	+ 62.0	581,860	886,232	+ 52.3
July	515	581	+ 12.8	521,354	574,722	+ 10.2
August	536	419	- 21.8	538,260	426,084	- 20.8
September	314	407	+ 29.6	313,867	409,203	+ 30.4
October	200	357	+ 78.5	203,955	360,180	+ 76.6
November	162	429	+164.8	164,639	422,770	+156.8
December	180	364	+102.2	196,526	350,767	+ 78.5

Table 3(h).--BRITISH COLUMBIA -- Summary of New Motor Vehicle Sales by Months,
1934 and 1935

Month	Number of Vehicles			Retail Value		
	1934	1935	% change, 1935/1934	1934	1935	% change, 1935/1934
				\$	\$	
<u>Passenger Cars</u>						
Totals	3,873	5,525	+ 42.6	3,948,614	5,484,314	+ 38.9
January	185	163	- 11.9	176,905	171,933	- 2.8
February	352	531	+ 50.9	348,377	523,307	+ 50.1
March	502	675	+ 34.5	496,734	675,295	+ 35.9
April	528	898	+ 70.1	548,563	895,611	+ 63.3
May	478	730	+ 52.7	505,584	710,100	+ 40.5
June	505	531	+ 5.1	519,855	522,509	+ 0.5
July	420	441	+ 5.0	424,305	429,024	+ 1.1
August	326	298	- 8.6	329,775	296,524	- 10.1
September	192	179	- 6.8	196,507	183,441	- 6.6
October	138	241	+ 74.6	143,590	254,772	+ 77.4
November	100	397	+297.0	96,949	385,999	+298.1
December	147	439	+198.6	160,970	435,299	+170.4
<u>Trucks and Buses</u>						
Totals	1,037	1,702	+ 64.1	1,139,315	1,838,993	+ 61.3
January	42	61	+ 45.2	45,770	72,706	+ 58.9
February	87	162	+ 86.2	89,951	164,430	+ 82.8
March	117	180	+ 53.8	124,752	177,988	+ 42.7
April	102	236	+131.4	114,756	237,989	+107.4
May	130	204	+ 56.9	169,654	207,144	+ 22.1
June	95	186	+ 95.8	94,421	187,677	+ 98.8
July	106	142	+ 34.0	110,656	163,112	+ 47.4
August	96	135	+ 40.6	98,221	153,766	+ 56.6
September	82	134	+ 63.4	101,344	166,016	+ 63.8
October	44	102	+131.8	44,327	122,044	+175.3
November	58	86	+ 48.3	58,866	89,936	+ 52.8
December	78	74	- 5.1	87,097	96,185	+ 10.4
<u>Total Vehicles</u>						
Totals	4,910	7,225	+ 47.1	5,088,429	7,323,307	+ 43.9
January	227	224	- 1.3	222,675	244,639	+ 9.9
February	439	693	+ 57.9	438,828	688,237	+ 56.8
March	619	855	+ 38.1	621,486	853,283	+ 37.3
April	630	1,134	+ 80.0	663,319	1,133,600	+ 70.9
May	608	934	+ 53.6	675,238	917,244	+ 35.8
June	600	717	+ 19.5	614,276	710,186	+ 15.6
July	526	583	+ 10.8	534,961	592,136	+ 10.7
August	422	433	+ 2.6	427,996	450,290	+ 5.2
September	274	313	+ 14.2	297,851	349,457	+ 17.3
October	182	343	+ 88.5	187,917	376,816	+100.5
November	158	483	+205.7	155,815	475,935	+205.4
December	225	513	+128.0	248,067	531,484	+114.3

Table 4.--Financing of Sales of New and Used Motor Vehicles, 1929 - 1935

Year	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number	Amount \$	Average per vehicle \$	Number	Amount \$	Average per vehicle \$	Number	Amount \$	Average per vehicle \$
1929	164,131	88,165,531	537	71,582	48,104,523	672	92,549	40,061,008	433
1930	128,314	62,978,174	491	47,961	28,610,731	597	80,353	34,367,443	428
1931	98,623	41,941,254	425	33,988	20,869,547	614	64,635	21,071,707	326
1932	69,291	25,864,873	373	21,293	12,741,179	598	47,998	13,123,694	273
1933	54,238	20,158,788	372	15,880	10,030,368	632	33,353	10,128,420	264
1934	76,170	30,091,463	395	23,264	16,364,735	703	52,906	13,726,728	259
1935	100,178	40,342,264	403	31,950	22,410,656	701	68,228	17,931,608	263

Table 5.-----Comparison of Numbers of New and Used Motor Vehicles Financed and Amounts of Financing,
by Years, 1929 - 1935

Year	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number	%	Financing	Number	%	Financing	Number	%	Financing
			Amount			Amount			Amount
			\$			\$			\$
1929	164,131	100.0	88,165,531	71,582	43.6	48,104,523	92,549	56.4	40,061,008
1930	128,314	100.0	62,978,174	47,961	37.4	28,610,731	80,353	62.6	34,367,443
1931	98,623	100.0	41,941,254	33,983	34.5	20,869,547	64,635	65.5	21,071,707
1932	69,291	100.0	25,864,873	21,293	30.7	12,741,179	47,998	69.3	13,123,694
1933	54,238	100.0	20,153,788	15,880	29.3	10,030,368	38,358	70.7	10,128,420
1934	76,170	100.0	30,091,463	23,264	30.5	16,364,735	52,906	69.5	13,726,728
1935	100,178	100.0	40,342,264	31,950	31.9	22,410,656	68,228	68.1	17,931,608

Table 6.—Financing of Motor Vehicle Sales by Months, 1933 - 1935

Month	Number of Vehicles				Amount of Financing			
	1933	1934	1935	% of change, 1934-35	1933	1934	1935	% of change, 1934-35
					\$	\$	\$	
<u>New Vehicles</u>								
January ..	868	509	885	+ 73.9	456,275	363,847	651,272	+ 79.0
February .	946	882	1,592	+ 80.5	532,639	623,447	1,136,203	+ 82.2
March	1,659	1,775	2,540	+ 43.1	919,287	1,221,058	1,756,967	+ 43.9
April	1,732	3,119	4,779	+ 53.2	1,065,995	2,109,794	3,250,246	+ 54.1
May	2,318	4,123	5,288	+ 28.3	1,463,407	2,852,630	3,668,725	+ 28.6
June	1,976	3,469	3,862	+ 11.3	1,244,699	2,469,198	2,669,173	+ 8.1
July	1,775	2,774	3,541	+ 27.6	1,145,803	1,910,377	2,531,943	+ 32.5
August ...	1,388	2,080	2,371	+ 14.0	908,390	1,480,983	1,692,405	+ 14.3
September.	1,229	1,774	1,961	+ 10.5	836,969	1,310,041	1,428,316	+ 9.0
October ..	952	1,280	1,480	+ 15.6	688,736	930,492	1,096,937	+ 17.9
November .	608	865	1,787	+106.6	459,236	636,688	1,242,813	+ 95.2
December .	429	614	1,864	+203.6	308,932	456,180	1,285,656	+181.8
Total	15,880	23,264	31,950	+ 37.3	10,030,368	16,364,735	22,410,656	+ 36.9
<u>Used Vehicles</u>								
January ..	2,145	1,648	1,844	+ 11.9	544,478	450,126	513,076	+ 14.0
February .	2,323	1,852	2,657	+ 43.5	638,935	504,955	848,001	+ 67.9
March	3,579	3,396	4,645	+ 36.8	854,917	918,164	1,223,575	+ 33.3
April	3,812	5,373	7,970	+ 48.3	998,769	1,387,137	2,123,201	+ 53.1
May	5,141	7,686	9,448	+ 22.9	1,638,962	1,953,204	2,478,268	+ 26.9
June	4,647	7,023	8,959	+ 27.6	1,156,450	1,797,387	2,286,465	+ 27.2
July	4,077	6,602	8,424	+ 27.6	991,389	1,714,419	2,109,499	+ 23.0
August ...	3,395	5,422	6,710	+ 23.8	902,444	1,385,022	1,712,378	+ 23.6
September.	3,022	4,200	5,324	+ 26.8	764,400	1,085,155	1,377,752	+ 27.0
October ..	2,555	4,186	4,843	+ 15.7	663,722	1,075,877	1,266,777	+ 17.7
November .	2,083	3,314	4,062	+ 22.6	544,231	851,469	1,050,592	+ 23.4
December .	1,579	2,204	3,342	+ 51.6	429,223	603,813	942,024	+ 56.0
Total	38,358	52,906	68,228	+ 29.0	10,128,420	13,726,728	17,931,608	+ 30.6
<u>Total - New and Used Vehicles</u>								
January ..	3,013	2,157	2,729	+ 26.5	1,000,753	813,973	1,164,348	+ 43.0
February .	3,269	2,734	4,249	+ 55.4	1,171,574	1,128,402	1,984,204	+ 75.8
March	5,238	5,171	7,185	+ 38.9	1,774,204	2,139,222	2,980,542	+ 39.3
April	5,544	8,492	12,749	+ 50.1	2,064,764	3,496,931	5,373,447	+ 53.7
May	7,459	11,809	14,736	+ 24.8	3,102,369	4,805,834	6,146,993	+ 27.9
June	6,623	10,492	12,821	+ 22.2	2,401,149	4,266,585	4,955,638	+ 16.3
July	5,852	9,376	11,965	+ 27.6	2,137,692	3,624,796	4,641,442	+ 28.0
August ...	4,783	7,502	9,081	+ 21.0	1,810,834	2,866,005	3,404,783	+ 18.8
September.	4,251	5,974	7,285	+ 21.9	1,601,369	2,395,196	2,806,068	+ 17.2
October ..	3,507	5,466	6,323	+ 15.7	1,352,458	2,006,369	2,363,714	+ 17.8
November .	2,691	4,179	5,849	+ 40.0	1,003,467	1,488,157	2,293,405	+ 54.1
December .	2,008	2,818	5,206	+ 84.7	738,155	1,059,993	2,227,680	+110.2
Total	54,238	76,170	100,178	+ 31.5	20,153,788	30,091,463	40,342,264	+ 34.1

List of Manufacturers Reporting Number and Retail Value of New Motor Vehicles
Sold in Canada, 1935

<u>Name of Company</u>	<u>Address</u>
1. Auburn Automobile Company,	Auburn, Indiana
2. The Austin Motor Co., Ltd.,	Birmingham, England
3. Chrysler Corporation of Canada Ltd.,	Windsor, Ont.
4. Federal Truck Co. of Canada Ltd.,	Windsor, Ont.
5. Ford Motor Co. of Canada Ltd.,	Windsor, Ont.
6. General Motors of Canada Ltd.,	Oshawa, Ont.
7. Graham-Paige Motors (Canada) Ltd.,	Walkerville, Ont.
8. Hayes Manufacturing Co., Ltd.,	Vancouver, B. C.
9. Hudson Motors of Canada Ltd.,	Tilbury, Ont.
10. Hupp Motor Car Corporation of Canada Ltd.,	Windsor, Ont.
11. International Harvester Co. of Canada Ltd.,	Hamilton, Ont.
12. Leyland Motors Limited,	Toronto, Ont.
13. The Nash Motors Company,	Kenosha, Wisconsin
14. Packard Motor Car Co. of Canada Ltd.,	Windsor, Ont.
15. Reo Motor Co. of Canada Ltd.,	Leaside, Ont.
16. Stewart Truck Corporation of Canada Ltd.,	Fort Erie, Ont.
17. The Studebaker Corporation of Canada Ltd.,	Walkerville, Ont.
18. The White Co., Ltd.,	Montreal, Que.
19. Willys Export Corporation,	Toledo, Ohio.

List of Companies Reporting Financing of Motor Vehicle Sales in Canada

<u>Name of Company</u>	<u>Address</u>
1. Allan, Killam & McKay Ltd.,	364 Main St., Winnipeg, Man.
2. Automobile Finance Ltd.,	Imperial Bank Bldg., Saskatoon, Sask.
3. Black & Armstrong,	Toronto General Trusts Bldg., Winnipeg, Man.
4. British Canadian Finance Ltd.,	315 - 6th St. S., Lethbridge, Alta.
5. Canadian Acceptance Corporation Ltd.,	Metropolitan Bldg., Toronto, Ont.
6. Canadian Fire Insurance Co.,	333 Main St., Winnipeg, Man.
7. Canadian Indemnity Co.,	333 Main St., Winnipeg, Man.
8. Capital Finance Corporation Ltd.,	10158 Jasper Ave., Edmonton, Alta.
9. Capital Finance & Realty Co. Ltd.,	122 Adelaide St. E., Toronto, Ont.
10. Carnegie Finance & Investment Co. Ltd.,	609 Paris Bldg., Winnipeg, Man.
11. Century Finance Corporation Ltd.,	86 Adelaide St. E., Toronto 2, Ont.
12. Colonial Finance Corporation Ltd.,	21 Dundas Square, Toronto, Ont.
13. Commercial Credit Corporation of Canada Ltd.,	614 Metropolitan Bldg., Toronto, Ont.
14. Consolidated Motors Ltd.,	235 Main St., Winnipeg, Man.
15. Edmonton Credit Co., Ltd.,	10019-101A Ave., Edmonton, Alta.
16. General Motors Acceptance Corporation,	Church & Richmond Sts., Toronto, Ont.
17. General Securities Ltd.,	510-744 Hastings St. W., Vancouver, B. C.
18. B. L. Greene & Co., Ltd.,	10158 Jasper Ave., Edmonton, Alta.
19. Industrial Acceptance Corporation Ltd.,	1440 Sun Life Bldg., Montreal, Que.
20. Inter-Provincial Financiers Ltd.,	553 Granville St., Vancouver, B. C.
21. Island Finances Ltd.,	1112 Broad St., Victoria, B. C.
22. Maritime Finance Ltd.,	452 Barrington St., Halifax, N. S.
23. Motor Finance Co. Ltd.,	290 Garry St., Winnipeg, Man.
24. Motorcar Loan Co. Ltd.,	510 Hastings St. W., Vancouver, B. C.
25. Motor Securities Co. Ltd.,	650 Burrard St., Vancouver, B. C.
26. Mutual Acceptance Corporation Ltd.,	321 - 7th Ave. W., Calgary, Alta.
27. Niagara Finance Co. Ltd.,	36 Niagara St., Welland, Ont.
28. North West Mortgage Finance Co. Ltd.,	505 Paris Bldg., Winnipeg, Man.
29. Prudential Finance Corporation Ltd.,	109 King St., London, Ont.
30. Rithet Consolidated Ltd.,	1117 Wharf St., Victoria, B. C.
31. Sterling Finance Corporation Ltd.,	430 Tegler Bldg., Edmonton, Alta.
32. Sterling Securities Corporation Ltd.,	1795 Rose St., Regina, Sask.
33. Toole, Peet & Co. Ltd.,	Toole, Peet Bldg., Calgary, Alta.
34. Traders Finance Corporation Ltd.,	347 Bay St., Toronto, Ont.
35. Wellington Acceptance Corporation Ltd.,	20 Douglas St., Guelph, Ont.
36. Winram Securities Ltd.,	553 Granville St., Vancouver, B. C.

63-208

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

SALES OF MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

IN

CANADA

1936

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Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch
Chief: H. Marshall, B.A., F.S.S.

SALES AND FINANCING OF MOTOR VEHICLES IN CANADA, 1936

Introduction

For several years the Internal Trade Branch of the Dominion Bureau of Statistics has published two monthly series of reports relating to the sale and financing of motor vehicles in Canada. One series shows the number and retail value of new motor vehicles sold each month in the various provinces, making a distinction between sales of new passenger cars and those of trucks and buses. The second series presents monthly data to show the number of motor vehicles financed and the corresponding amount of financing. Figures on financing are available for new and used vehicles separately, but no distinction is made as between passenger cars and other types of motor vehicles. Provincial data on financing of motor vehicle sales is available for the first time by provinces and these are shown by months commencing with January, 1936. This report summarizes the results of both series for 1936; it presents comparative figures for earlier years and brings together in more permanent form the information contained in the monthly bulletins.

Sales of New Motor Vehicles

Sales of new motor vehicles in Canada during 1936 totalled 115,759 and were valued at \$120,049,297. Of the number sold, 94,642 were passenger cars which retailed at \$97,782,912, while 21,117 were trucks and buses which retailed at \$22,266,385. The combined figures showed gains over the 1935 totals of 14.1 per cent in number and 18.0 per cent in retail value. Corresponding percentage gains for the year 1935 as compared with 1934 were 38.3 per cent in number and 34.3 per cent in value of new vehicles sold. The stimulus to trade occasioned by the introduction of new models in the last quarter of 1935 was only partly responsible for the unusually large increases compared with the year 1934. This is evident when a comparison is made between sales for the first nine months of both years. The total number of vehicles sold during the nine-month period January to September, 1935, was 85,424, or 28.0 per cent in advance of the 66,763 sold during the same period of 1934, while the nine-month total for 1936, or 94,196 vehicles, showed only a 10.3 per cent gain. It would seem that, after the marked expansion in motor vehicle sales which occurred during the first half of 1935, the market was restored to normalcy during the third quarter. The early introduction of 1936 models gave impetus to a movement which resulted in further moderate gains throughout each month of 1936, with the single exception of February when a recession occurred. While the improvement over 1935 in number of new vehicles sold was 14.1 per cent for Canada as a whole, the province of Saskatchewan recorded a 31.0 per cent gain, British Columbia reported an increase of 30.7 per cent, and Quebec, 28.3 per cent. Sales in the Maritime Provinces gained 22.9 per cent, while Ontario sales were 7.3 per cent in advance of last year. Manitoba registered improvement of 3.7 per cent and Alberta gained 0.8 per cent.

Sales of New Passenger Cars.—The remarkable recovery shown by the automotive trade during the post-depression years may be seen at a glance. During 1932

there were 38,621 new passenger cars sold in Canada; in 1933 there were 39,568 cars, and in 1934, 61,503 cars. The 1932 figure was more than doubled during 1935 when 83,242 were sold, and, during 1936, the number of new car sales totalled 94,642, a gain of 13.7 per cent over 1935. In comparison with the Dominion average, British Columbia showed the best relative improvement in unit sales of passenger cars as compared with last year, recording a gain of 35.6 per cent. Quebec followed closely with an increase of 30.3 per cent; Saskatchewan sales rose by 29.6 per cent, while the Maritime Provinces advanced 20.7 per cent. A gain of 6.6 per cent was shown for Ontario, and Manitoba sales advanced 1.9 per cent. The totals for Alberta showed a decline of 1.3 per cent compared with last year. Of the 94,642 new passenger cars sold during 1936 in the Dominion, exactly 50.0 per cent were disposed of in Ontario. The province of Quebec was the second largest purchaser with 19.9 per cent of the total. British Columbia bought 7.9 per cent, the Maritime Provinces purchased 7.3 per cent, and Alberta accounted for 5.9 per cent. Manitoba took delivery of 4.6 per cent and Saskatchewan, 4.4 per cent of all new cars sold.

Sales of New Trucks and Buses.---There were 21,117 new trucks and buses sold in Canada for \$22,266,385 during 1936. These figures represent a gain of 15.9 per cent in number and 21.6 per cent in retail value as compared with 1935 when 18,219 vehicles retailed at \$18,313,335. The relative improvement shown since 1932, the earliest year for which these statistics are available, was slightly better in the commercial vehicle field than in the passenger car business. There were 7,249 trucks and buses sold during 1932 and the following year the total dropped to 5,764. This figure was more than doubled during 1934 when 11,855 new trucks and buses were purchased. Another sharp rise occurred during 1935, while the 1936 total showed a moderate gain over that of the preceding year. All provinces reported gains over 1935 in number and value of commercial vehicles sold, Saskatchewan and the Maritime Provinces recording the best improvement with percentage gains in numbers of 36.9 per cent and 29.2 per cent respectively. An increase of 19.1 per cent was shown for Quebec and 15.3 per cent for British Columbia. Percentage increases for Ontario, Manitoba and Alberta, while good, were considerably lower than those shown for the other provinces, being 11.5 per cent, 9.3 per cent and 8.3 per cent respectively.

The residents of Ontario not only purchased 50 per cent of all passenger cars but also 39.3 per cent of all commercial vehicles sold during 1936. The province of Quebec bought 18.5 per cent; the Maritimes, 12.4 per cent; British Columbia, 9.5 per cent, and Alberta, 8.0 per cent of the total, while Manitoba and Saskatchewan received 7.1 per cent and 5.2 per cent respectively of the 21,117 vehicles sold.

The following table shows the number and retail value of new motor vehicles sold in Canada since 1932, the first year for which such data were collected. The retail value shown is based upon the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Freight charges from factory to place of purchase have been excluded. Duty is included in the retail value of imported cars.

Summary of New Motor Vehicle Sales at Retail in Canada, by Years, 1932 - 1936

Year	Total Vehicles		Passenger Cars		Trucks and Buses	
	Number	Retail Value \$	Number	Retail Value \$	Number	Retail Value \$
1932 ..	45,870	45,260,742	38,621	38,919,015	7,249	6,341,727
1933 ..	45,332	45,450,230	39,568	39,692,630	5,764	5,757,600
1934 ...	73,358	75,785,461	61,503	63,566,402	11,855	12,219,059
1935 ...	101,461	101,742,449	83,242	83,429,114	18,219	18,313,335
1936 ...	115,759	120,049,297	94,642	97,782,912	21,117	22,266,385

Financing of Motor Vehicle Sales

Statistics on financing of sales of motor vehicles have been compiled from returns made monthly by forty-three companies which are engaged in purchasing accounts, contracts or notes arising out of retail sales of motor vehicles in Canada. The reporting companies give separate statistics for new and used vehicles by provinces. Since some of the larger companies were unable to give separate data for Manitoba and Saskatchewan, the figures for these provinces have been combined in the tables following.

During 1936 there were 137,514 motor vehicles financed to the extent of \$54,859,812, of which 42,863, or 31.2 per cent, were new vehicles and 94,651, or 68.8 per cent, were used vehicles. Increases over 1935 of 37.3 per cent in number and 36.3 per cent in amount were shown. The 1936 total was surpassed only in 1929, the earliest year for which these statistics are available, when the total was 164,131 vehicles. During 1930 the number of vehicles financed dropped to 128,314, and in 1931 the number decreased further to 98,623. Another sharp decline occurred in 1932 when 69,291 new and used vehicles were financed. A total of 54,238 made the year 1933 the low point, but during the following year, 1934, the number increased sharply to 76,170. The 1935 figure mounted to 100,178, which was exceeded again during 1936 when a total of 137,514 was recorded.

New vehicles financed during 1936 numbered 42,863, an increase of 34.2 per cent over the 31,950 shown for 1935, while the amount of financing, \$29,887,861, showed a gain of 33.4 per cent over the 1935 total, \$22,410,656. The average note purchased in Canada per new car during 1936 was \$697, showing little change from the \$701 for 1935 and \$703 for 1934, but registering an increase over the average of \$672 for 1929. The average note for the various provinces ranged from \$657 for Alberta to a high of \$818 for British Columbia. A geographical distribution of the new vehicles financed in 1936 shows that 19,799 units or 46.2 per cent of the Dominion total were financed in Ontario. The remainder was divided among the various provinces as follows: Quebec, 8,060; Manitoba and Saskatchewan, 5,034; Alberta, 3,942; British Columbia, 3,226, and the Maritime Provinces, 2,802.

There were also 94,651 used vehicles financed to the extent of \$24,971,951 in the Dominion during the year under review. This branch of the business evidenced an even greater gain over last year, with percentage increases of 38.7 per cent in number and 40.0 per cent in amount. The range in size of the average note purchased in the various provinces was not nearly so great as that for new vehicles. A low of \$250 is shown for Ontario and a high of \$293 for Alberta, compared with an average of \$264 for the Dominion as a whole. There has been little change in the Dominion average during the last four years. Slightly more than 50 per cent of the Dominion total, or 48,180 used vehicles were financed in Ontario, 14,635 in Quebec, 9,401 in Manitoba and Saskatchewan, 8,953 in British Columbia, 7,132 in Alberta, and 6,350 in the Maritime Provinces.

Comparison of Sales and Financing of Sales of New Motor Vehicles

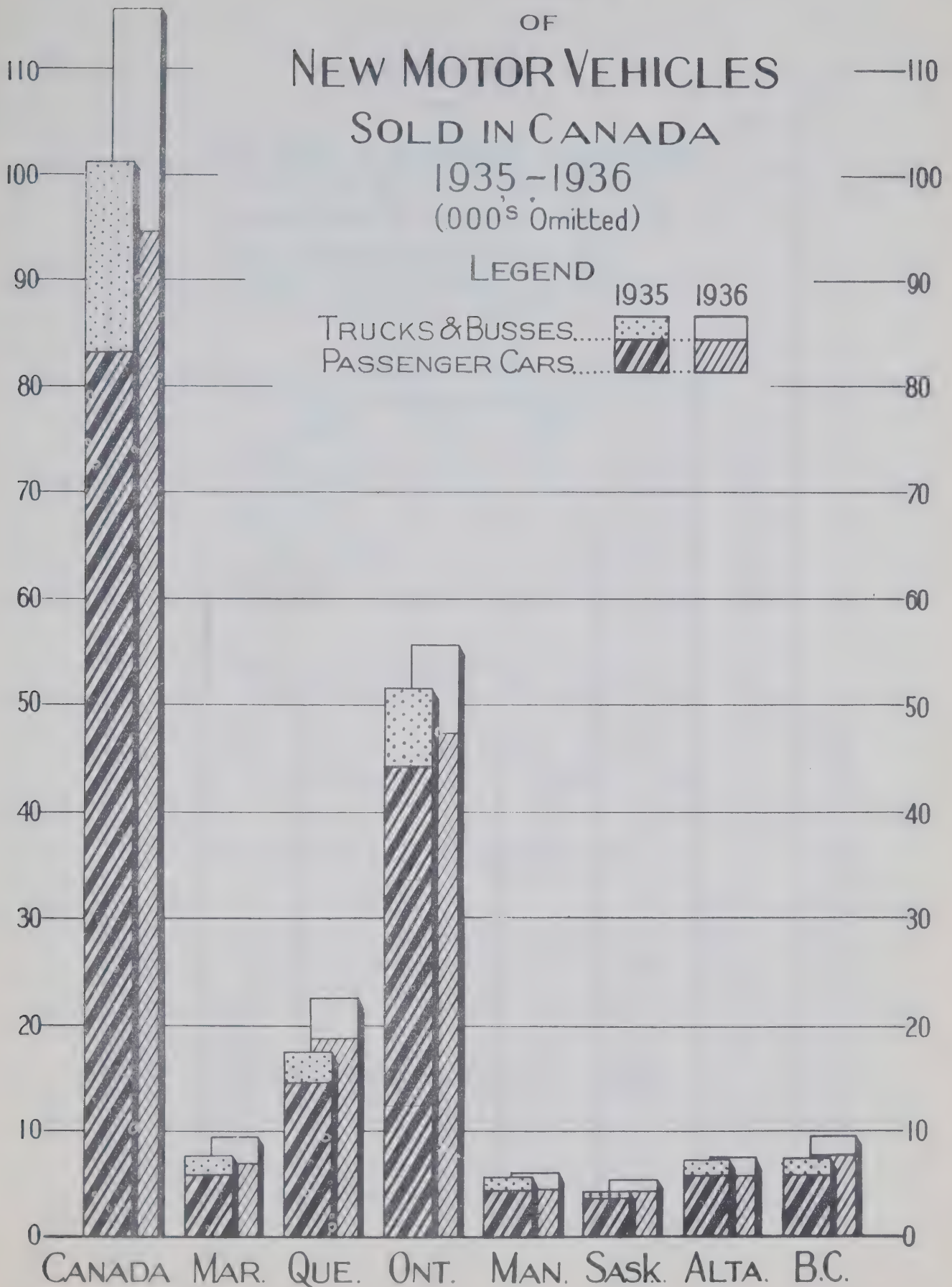
An interesting comparison is available between the number of new vehicles financed and the number of new vehicles sold each year from 1932 to 1936 inclusive. In 1932, approximately 46 per cent of all new motor vehicle sales were financed by the financing companies. The following three years witnessed successive reductions in the proportions of the total unit sales which were financed, the ratios being 35.0 per cent for 1933, 31.7 per cent for 1934 and 31.5 per cent for 1935. In 1936, this downward trend was reversed and 37.0 per cent of all new motor vehicle sales were financed by the financing corporations. So many factors are

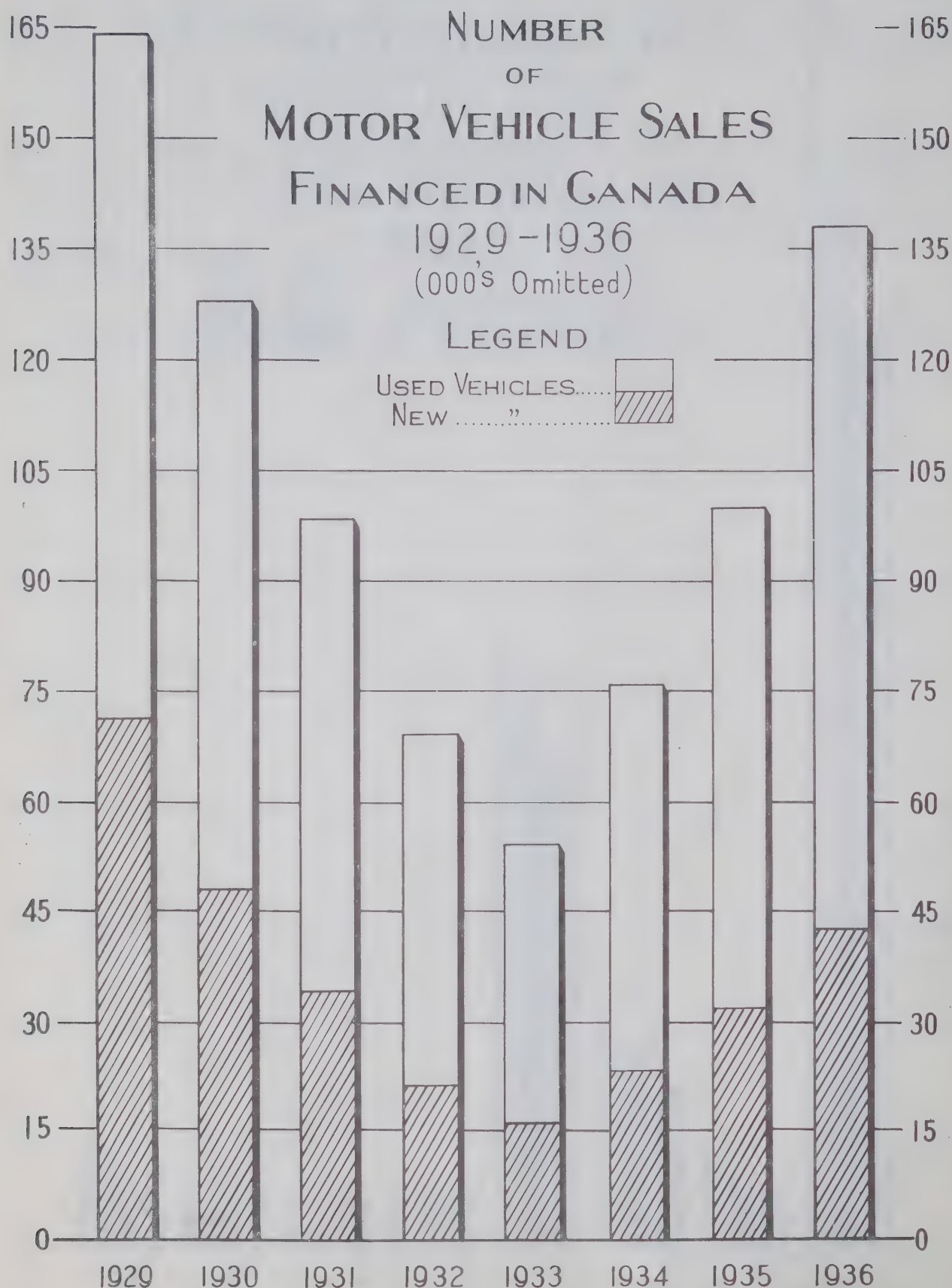
operative in the retail distribution of motor vehicles that it is impossible to give any one reason for the fluctuation from year to year in the ratio of financing to sales. Changes in interest rates, conditions in the used car market, relative capital resources of the motor dealers, changes in cash resources of purchasers and in their willingness to assume future obligations may all be cited as factors to be considered in this connection.

Comparable statistics by provinces are available for 1936 only and show that the ratio of new vehicles financed to total sales was highest in the Prairie Provinces, being 54.4 per cent for Alberta and 45.0 per cent for Manitoba and Saskatchewan together. The ratio was lowest in the Maritime Provinces at 29.5 per cent and was fairly uniform for the other provinces at 35.5 per cent for Quebec, 35.6 per cent for Ontario and 34.0 per cent for British Columbia.

A comparison of financing to sales by years for the Dominion as a whole is given in Table 7 while a provincial comparison for 1936 is presented in Table 8.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA 1935-1936 (000's Omitted)





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Table 1.--Summary of New Motor Vehicle Sales in Canada by Provinces,
1935 and 1936

Province	Number of Vehicles			Retail Value		
	1935	1936	% change, 1936/1935	1935	1936	% change, 1936/1935

Passenger Cars

				\$	\$	
CANADA	83,242	94,642	+ 13.7	83,429,114	97,782,912	+ 17.2
Maritimes	5,710	6,892	+ 20.7	5,655,768	6,990,203	+ 23.6
Quebec	14,445	18,828	+ 30.3	14,685,563	19,941,049	+ 35.8
Ontario	44,396	47,305	+ 6.6	44,762,149	48,984,017	+ 9.4
Manitoba	4,316	4,396	+ 1.9	4,192,977	4,456,052	+ 6.3
Saskatchewan	3,228	4,182	+ 29.6	3,104,488	4,172,086	+ 34.4
Alberta	5,624	5,551	- 1.3	5,543,855	5,581,834	+ 0.7
British Columbia.	5,523	7,488	+ 35.6	5,484,314	7,657,671	+ 39.6

Trucks and Buses

				\$	\$	
CANADA	18,219	21,117	+ 15.9	18,313,335	22,266,385	+ 21.6
Maritimes	2,019	2,609	+ 29.2	1,989,635	2,692,373	+ 35.3
Quebec	3,278	3,905	+ 19.1	3,453,717	4,406,243	+ 27.6
Ontario	7,448	8,307	+ 11.5	7,484,051	8,672,968	+ 15.9
Manitoba	1,369	1,497	+ 9.3	1,273,408	1,443,198	+ 13.3
Saskatchewan	807	1,105	+ 36.9	746,471	1,051,850	+ 40.9
Alberta	1,563	1,693	+ 8.3	1,497,981	1,671,753	+ 11.6
British Columbia.	1,735	2,001	+ 15.3	1,868,072	2,328,000	+ 24.6

Total Vehicles

				\$	\$	
CANADA	101,461	115,759	+ 14.1	101,742,449	120,049,297	+ 18.0
Maritimes	7,729	9,501	+ 22.9	7,645,403	9,682,576	+ 26.6
Quebec	17,723	22,733	+ 28.3	18,139,280	24,347,292	+ 34.2
Ontario	51,844	55,612	+ 7.3	52,246,200	57,656,985	+ 10.4
Manitoba	5,685	5,893	+ 3.7	5,466,385	5,899,250	+ 7.9
Saskatchewan	4,035	5,287	+ 31.0	3,850,959	5,223,936	+ 35.7
Alberta	7,187	7,244	+ 0.8	7,041,836	7,253,587	+ 3.0
British Columbia.	7,258	9,489	+ 30.7	7,352,386	9,985,671	+ 35.8

Table 2. -- Percentage Distribution of New Motor Vehicle Sales
in Canada, by Provinces, 1935 and 1936

Province	Number of Vehicles		Retail Value	
	1935	1936	1935	1936

Passenger Cars

CANADA	100.0	100.0	100.0	100.0
Maritimes	6.9	7.3	6.8	7.1
Quebec	17.3	19.9	17.6	20.4
Ontario	53.3	50.0	53.7	50.1
Manitoba	5.2	4.6	5.0	4.6
Saskatchewan	3.9	4.4	3.7	4.3
Alberta	6.8	5.9	6.6	5.7
British Columbia	6.6	7.9	6.6	7.8

Trucks and Buses

CANADA	100.0	100.0	100.0	100.0
Maritimes	11.1	12.4	10.9	12.1
Quebec	18.0	18.5	18.8	19.8
Ontario	40.9	39.3	40.9	38.9
Manitoba	7.5	7.1	6.9	6.5
Saskatchewan	4.4	5.2	4.1	4.7
Alberta	8.6	8.0	8.2	7.5
British Columbia	9.5	9.5	10.2	10.5

Total Vehicles

CANADA	100.0	100.0	100.0	100.0
Maritimes	7.6	8.2	7.5	8.1
Quebec	17.5	19.6	17.8	20.3
Ontario	51.1	48.0	51.4	48.0
Manitoba	5.6	5.1	5.4	4.9
Saskatchewan	4.0	4.6	3.8	4.4
Alberta	7.1	6.3	6.9	6.0
British Columbia	7.1	8.2	7.2	8.3

Table 3.--Summary of New Motor Vehicle Sales, by Provinces and Months, 1935 and 1936

(a) CANADA

Month	Number of Vehicles			Retail Value		
	1935	1936	% change, 1936/1935	1935 \$	1936 \$	% change, 1936/1935
<u>Passenger Cars</u>						
Totals	83,242	94,642	+ 13.7	83,429,114	97,782,912	+ 17.2
January	2,857	4,747	+ 66.2	2,868,956	4,831,962	+ 68.4
February	5,978	4,311	- 27.9	5,999,505	4,477,517	- 25.4
March	9,244	9,490	+ 2.7	9,287,801	9,803,704	+ 5.6
April	15,401	17,380	+ 12.8	15,191,248	17,756,312	+ 16.9
May	13,858	15,930	+ 15.0	13,495,025	16,216,261	+ 20.2
June	9,698	10,007	+ 3.2	9,682,678	10,295,557	+ 6.3
July	6,265	6,596	+ 5.3	6,282,368	6,726,617	+ 7.1
August	3,950	4,396	+ 11.3	4,068,147	4,560,078	+ 12.1
September	2,593	3,123	+ 20.4	2,818,069	3,370,382	+ 19.6
October	2,953	3,611	+ 22.3	3,255,459	4,002,136	+ 22.9
November	5,201	5,438	+ 4.6	5,329,638	5,840,843	+ 9.6
December	5,244	9,613	+ 83.3	5,150,220	9,901,543	+ 92.3

Trucks and Buses

Totals	18,219	21,117	+ 15.9	18,313,335	22,266,385	+ 21.6
January	615	869	+ 41.3	680,722	894,934	+ 31.5
February	1,253	1,162	- 7.3	1,255,646	1,204,977	- 4.0
March	1,717	2,206	+ 28.5	1,608,632	2,338,669	+ 45.4
April	2,766	3,465	+ 25.3	2,773,905	3,404,878	+ 22.7
May	2,717	3,297	+ 21.3	2,843,865	3,277,875	+ 15.3
June	2,042	2,516	+ 23.2	1,898,613	2,872,067	+ 51.3
July	1,619	1,690	+ 4.4	1,676,105	1,791,982	+ 6.9
August	1,415	1,541	+ 8.9	1,428,766	1,686,022	+ 18.0
September	1,436	1,470	+ 2.4	1,486,471	1,536,981	+ 3.4
October	983	1,162	+ 18.2	966,878	1,347,427	+ 39.4
November	814	670	- 17.7	798,974	766,472	- 4.1
December	842	1,069	+ 27.0	894,758	1,144,101	+ 27.9

Total Vehicles

Totals	101,461	115,759	+ 14.1	101,742,449	120,049,297	+ 18.0
January	3,472	5,616	+ 61.8	3,549,678	5,726,896	+ 61.3
February	7,231	5,473	- 24.3	7,255,151	5,682,494	- 21.7
March	10,961	11,696	+ 6.7	10,896,433	12,142,373	+ 11.4
April	18,167	20,845	+ 14.7	17,965,153	21,161,190	+ 17.8
May	16,575	19,227	+ 16.0	16,338,890	19,494,136	+ 19.3
June	11,740	12,523	+ 6.7	11,581,291	13,167,624	+ 13.7
July	7,884	8,286	+ 5.1	7,958,473	8,518,599	+ 7.0
August	5,365	5,937	+ 10.7	5,496,913	6,246,100	+ 13.6
September	4,029	4,593	+ 14.0	4,304,540	4,907,363	+ 14.0
October	3,936	4,773	+ 21.3	4,222,337	5,349,563	+ 26.7
November	6,015	6,108	+ 1.5	6,128,612	6,607,315	+ 7.8
December	6,086	10,682	+ 75.5	6,044,978	11,045,644	+ 82.7

Table 3.--Summary of New Motor Vehicle Sales, by Provinces and Months, 1935 and 1936

(b) MARITIME PROVINCES

Month	Number of Vehicles			Retail Value		
	1935	1936	% change, 1936/1935	1935	1936	% change, 1936/1935

\$

\$

Passenger Cars

Totals	5,710	6,892	+ 20.7	5,655,768	6,990,203	+ 23.6
January	176	247	+ 40.3	176,483	255,957	+ 45.0
February	271	242	- 10.7	270,622	245,551	- 9.3
March	514	738	+ 43.6	510,433	735,255	+ 44.0
April	994	1,588	+ 59.8	942,874	1,584,625	+ 68.1
May	1,169	1,464	+ 25.2	1,115,480	1,464,217	+ 31.3
June	874	846	- 3.2	868,085	855,727	- 1.4
July	446	441	- 1.1	452,810	453,244	+ 0.1
August	285	315	+ 10.5	295,200	326,491	+ 10.6
September	185	229	+ 23.8	201,365	244,004	+ 21.2
October	212	281	+ 32.5	231,684	305,760	+ 32.0
November	320	255	- 20.3	332,950	272,108	- 18.3
December	264	246	- 6.8	257,782	247,264	- 4.1

Trucks and Buses

Totals	2,019	2,609	+ 29.2	1,989,635	2,692,373	+ 35.3
January	46	66	+ 43.5	45,583	66,677	+ 46.3
February	77	88	+ 14.3	72,907	84,997	+ 16.6
March	125	220	+ 76.0	123,116	211,768	+ 72.0
April	276	512	+ 85.5	269,629	499,911	+ 85.4
May	364	493	+ 35.4	373,304	502,660	+ 34.7
June	262	355	+ 35.5	254,720	370,109	+ 45.3
July	211	254	+ 20.4	213,765	281,490	+ 31.7
August	193	198	+ 2.6	184,926	212,742	+ 15.0
September	178	189	+ 6.2	176,914	192,905	+ 9.0
October	122	153	+ 25.4	117,608	175,659	+ 49.4
November	87	31	- 64.4	83,724	38,316	- 54.2
December	78	50	- 35.9	73,439	55,139	- 24.9

Total Vehicles

Totals	7,729	9,501	+ 22.9	7,645,403	9,682,576	+ 26.6
January	222	313	+ 41.0	222,066	322,634	+ 45.3
February	348	330	- 5.2	343,529	330,548	- 3.8
March	639	958	+ 49.9	633,549	947,023	+ 49.5
April	1,270	2,100	+ 65.4	1,212,503	2,084,536	+ 71.9
May	1,533	1,957	+ 27.7	1,488,784	1,966,877	+ 32.1
June	1,136	1,201	+ 5.7	1,122,805	1,225,836	+ 9.2
July	657	695	+ 5.8	666,575	734,734	+ 10.2
August	478	513	+ 7.3	480,126	539,233	+ 12.3
September	363	418	+ 15.2	378,279	436,909	+ 15.5
October	334	434	+ 29.9	349,292	481,419	+ 37.8
November	407	286	- 29.7	416,674	310,424	- 25.5
December	342	296	- 13.5	331,221	302,403	- 8.7

Table 3.--Summary of New Motor Vehicle Sales, by Provinces and Months, 1935 and 1936

(c) QUEBEC

Month	Number of Vehicles			Retail Value		
	1935	1936	% change, 1936/1935	1935 \$	1936 \$	% change, 1936/1935
Passenger Cars						
Totals	14,445	18,828	+ 30.3	14,685,563	19,941,049	+ 35.8
January	361	798	+121.1	362,151	852,173	+135.3
February	894	941	+ 5.3	943,628	1,019,185	+ 8.0
March	1,622	2,401	+ 48.0	1,657,081	2,546,748	+ 53.7
April	3,122	4,543	+ 45.5	3,057,279	4,735,364	+ 54.9
May	2,562	3,010	+ 17.5	2,525,253	3,113,230	+ 23.3
June	1,566	1,719	+ 9.8	1,573,504	1,807,474	+ 14.9
July	1,079	1,207	+ 11.9	1,108,223	1,233,596	+ 11.3
August	617	758	+ 22.9	655,814	804,209	+ 22.6
September	448	581	+ 29.7	500,770	681,441	+ 36.1
October	520	653	+ 25.6	587,859	759,107	+ 29.1
November	825	997	+ 20.8	868,268	1,090,823	+ 25.6
December	829	1,220	+ 47.2	845,733	1,297,699	+ 53.4
Trucks and Buses						
Totals	3,278	3,905	+ 19.1	3,453,717	4,406,243	+ 27.6
January	85	128	+ 50.6	108,453	138,894	+ 28.1
February	196	189	- 3.6	200,912	205,559	+ 2.3
March	299	425	+ 42.1	296,980	530,854	+ 78.8
April	564	740	+ 31.2	588,226	766,599	+ 30.3
May	537	649	+ 20.9	563,536	675,942	+ 19.9
June	376	492	+ 30.9	365,965	545,244	+ 76.3
July	307	331	+ 7.8	324,596	354,241	+ 9.1
August	234	218	- 6.8	244,515	237,134	- 3.0
September	227	241	+ 6.2	244,630	282,739	+ 15.6
October	151	194	+ 28.5	160,172	225,644	+ 40.9
November	154	118	- 23.4	165,110	142,940	- 13.4
December	148	180	+ 21.6	190,622	200,453	+ 5.2
Total Vehicles						
Totals	17,723	22,733	+ 28.3	18,139,280	24,347,292	+ 34.2
January	446	926	+107.6	470,604	991,067	+110.6
February	1,090	1,130	+ 3.7	1,144,540	1,224,744	+ 7.0
March	1,921	2,826	+ 47.1	1,954,061	3,077,602	+ 57.5
April	3,686	5,283	+ 43.3	3,645,505	5,501,963	+ 50.9
May	3,099	3,659	+ 18.1	3,088,789	3,789,172	+ 22.7
June	1,942	2,211	+ 13.9	1,939,469	2,452,718	+ 26.5
July	1,386	1,538	+ 11.0	1,432,819	1,587,837	+ 10.8
August	851	976	+ 14.7	900,329	1,041,343	+ 15.7
September	675	822	+ 21.8	745,400	964,180	+ 29.4
October	671	847	+ 26.2	748,031	984,751	+ 31.6
November	979	1,115	+ 13.9	1,033,378	1,233,763	+ 19.4
December	977	1,400	+ 43.3	1,036,355	1,498,152	+ 44.6

Table 3.--Summary of New Motor Vehicle Sales, by Provinces and Months, 1935 and 1936

(d) ONTARIO

Month	Number of Vehicles			Retail Value		
	1935	1936	% change, 1936/1935	1935	1936	% change, 1936/1935

\$

\$

Passenger Cars

Totals	44,396	47,305	+ 6.6	44,762,149	48,984,017	+ 9.4
January	1,845	2,652	+ 43.7	1,843,548	2,675,065	+ 45.1
February	3,513	2,040	- 41.9	3,514,452	2,133,049	- 39.3
March	5,114	4,329	- 15.4	5,144,868	4,482,955	- 12.9
April	8,173	7,752	- 5.2	8,182,086	7,915,348	- 3.3
May	6,930	7,732	+ 11.6	6,816,722	7,921,175	+ 16.2
June	4,938	4,910	- 0.6	4,989,341	5,110,097	+ 2.4
July	3,105	3,335	+ 7.4	3,127,834	3,419,018	+ 9.3
August	2,098	2,243	+ 6.9	2,168,751	2,355,394	+ 8.6
September	1,275	1,518	+ 19.1	1,403,928	1,633,633	+ 16.4
October	1,433	1,701	+ 18.7	1,601,084	1,869,223	+ 16.7
November	2,895	2,932	+ 1.3	2,968,427	3,132,676	+ 5.5
December	3,077	6,161	+100.2	3,001,108	6,336,384	+111.1

Trucks and Buses

Totals	7,448	8,307	+ 11.5	7,484,051	8,672,968	+ 15.9
January	312	390	+ 25.0	323,904	401,607	+ 24.0
February	625	565	- 9.6	643,919	587,708	- 8.7
March	857	1,000	+ 16.7	787,986	1,015,698	+ 28.9
April	1,207	1,318	+ 9.2	1,222,144	1,274,277	+ 4.3
May	1,085	1,178	+ 8.6	1,193,312	1,164,244	- 2.4
June	791	913	+ 15.4	717,150	1,052,848	+ 46.8
July	544	594	+ 9.2	579,477	617,677	+ 6.6
August	450	520	+ 15.6	454,051	587,115	+ 29.3
September	486	526	+ 8.2	509,610	523,098	+ 2.6
October	375	444	+ 18.4	357,353	504,564	+ 41.2
November	352	277	- 21.3	334,899	329,047	- 1.7
December	364	582	+ 59.9	360,246	615,085	+ 70.7

Total Vehicles

Totals	51,844	55,612	+ 7.3	52,246,200	57,656,985	+ 10.4
January	2,157	3,042	+ 41.0	2,167,452	3,076,672	+ 41.9
February	4,138	2,605	- 37.0	4,158,371	2,720,757	- 34.6
March	5,971	5,329	- 10.8	5,932,854	5,498,653	- 7.3
April	9,380	9,070	- 3.3	9,404,230	9,189,625	- 2.3
May	8,015	8,910	+ 11.2	8,010,034	9,085,419	+ 13.4
June	5,729	5,823	+ 1.6	5,706,491	6,162,945	+ 8.0
July	3,649	3,929	+ 7.7	3,707,311	4,036,695	+ 8.9
August	2,548	2,763	+ 8.4	2,622,802	2,942,509	+ 12.2
September	1,761	2,044	+ 16.1	1,913,538	2,156,731	+ 12.7
October	1,808	2,145	+ 18.6	1,958,437	2,373,787	+ 21.2
November	3,247	3,209	- 1.2	3,303,326	3,461,723	+ 4.8
December	3,441	6,743	+ 96.0	3,361,354	6,951,469	+106.8

Table 3.--Summary of New Motor Vehicle Sales, by Provinces and Months, 1935 and 1936

(e) MANITOBA

Month	Number of Vehicles			Retail Value		
	1935	1936	% change, 1936/1935	1935	1936	% change, 1936/1935
				\$	\$	

Passenger Cars

Totals	4,316	4,396	+ 1.9	4,192,977	4,456,052	+ 6.3
January	107	157	+ 46.7	105,145	159,519	+ 51.7
February	223	146	- 34.5	220,395	140,963	- 36.0
March	414	309	- 25.4	407,260	310,453	- 23.8
April	823	766	- 6.9	775,338	762,976	- 1.6
May	936	885	- 5.4	879,118	883,561	+ 0.5
June	564	528	- 6.4	548,453	532,298	- 2.9
July	402	303	- 24.6	387,400	305,439	- 21.2
August	194	257	+ 32.5	195,442	258,940	+ 32.5
September	134	171	+ 27.6	144,716	174,038	+ 20.3
October	125	198	+ 58.4	138,693	217,278	+ 56.7
November	222	246	+ 10.8	226,286	267,462	+ 18.2
December	172	430	+150.0	164,731	443,125	+169.0

Trucks and Buses

Totals	1,369	1,497	+ 9.3	1,273,408	1,443,198	+ 13.3
January	48	61	+ 27.1	49,881	65,930	+ 32.2
February	74	66	- 10.8	67,486	63,896	- 5.3
March	97	101	+ 4.1	82,266	104,275	+ 26.8
April	210	179	- 14.8	196,791	162,189	- 17.6
May	220	222	+ 0.9	208,548	212,828	+ 2.1
June	155	198	+ 27.7	129,775	187,903	+ 44.8
July	147	139	- 5.4	138,027	128,075	- 7.2
August	121	155	+ 28.1	114,629	158,860	+ 38.6
September	92	128	+ 39.1	89,508	118,179	+ 32.0
October	61	68	+ 11.5	53,631	67,119	+ 25.1
November	50	82	+ 64.0	48,223	82,253	+ 70.6
December	94	98	+ 4.3	94,643	91,691	- 3.1

Total Vehicles

Totals	5,685	5,893	+ 3.7	5,466,385	5,899,250	+ 7.9
January	155	218	+ 40.6	155,026	225,449	+ 45.4
February	297	212	- 28.6	287,881	204,859	- 28.8
March	511	410	- 19.8	489,526	414,728	- 15.3
April	1,033	945	- 8.5	972,129	925,165	- 4.8
May	1,156	1,107	- 4.2	1,087,666	1,096,389	+ 0.8
June	719	726	+ 1.0	678,228	720,201	+ 6.2
July	549	442	- 19.5	525,427	433,514	- 17.5
August	315	412	+ 30.8	310,071	417,800	+ 34.7
September	226	299	+ 32.3	234,224	292,217	+ 24.8
October	186	266	+ 43.0	192,324	284,397	+ 47.9
November	272	328	+ 20.6	274,509	349,715	+ 27.4
December	266	528	+ 98.5	259,374	534,816	+106.2

Table 3.--Summary of New Motor Vehicle Sales, by Provinces and Months, 1935 and 1936

(f) SASKATCHEWAN

Month	Number of Vehicles			Retail Value		
	1935	1936	% change, 1936/1935	1935	1936	% change, 1936/1935

\$

\$

Passenger Cars

Totals	3,228	4,182	+ 29.6	3,104,488	4,172,086	+ 34.4
January	56	137	+144.6	55,430	137,119	+147.4
February	128	97	- 24.2	122,685	95,583	- 22.1
March	239	281	+ 17.6	233,265	276,605	+ 18.6
April	522	594	+ 13.8	482,064	579,796	+ 20.3
May	670	868	+ 29.6	623,398	850,820	+ 36.5
June	466	607	+ 30.3	445,098	595,503	+ 33.8
July	313	333	+ 6.4	305,290	334,606	+ 9.6
August	186	237	+ 27.4	178,634	231,553	+ 29.6
September	146	194	+ 32.9	146,764	191,028	+ 30.2
October	175	257	+ 46.9	181,484	276,257	+ 52.2
November	171	267	+ 56.1	181,170	288,240	+ 59.1
December	156	310	+ 98.7	149,206	314,976	+111.1

Trucks and Buses

Totals	807	1,105	+ 36.9	746,471	1,051,850	+ 40.9
January	8	26	+225.0	7,639	23,256	+204.4
February	17	20	+ 17.6	16,566	19,310	+ 16.6
March	24	53	+120.8	21,459	50,731	+136.4
April	74	114	+ 54.1	65,851	105,209	+ 59.8
May	98	197	+101.0	93,393	178,620	+ 91.3
June	101	134	+ 32.7	92,782	130,073	+ 40.2
July	96	94	- 2.1	90,689	95,881	+ 5.7
August	135	162	+ 20.0	128,577	158,657	+ 23.4
September	138	136	- 1.4	127,675	126,750	- 0.7
October	62	89	+ 43.5	55,773	86,267	+ 54.7
November	27	45	+ 66.7	20,850	42,752	+105.0
December	27	35	+ 29.6	25,217	34,344	+ 36.2

Total Vehicles

Totals	4,035	5,287	+ 31.0	3,850,959	5,223,936	+ 35.7
January	64	163	+154.7	63,069	160,375	+154.3
February	145	117	- 19.3	139,251	114,893	- 17.5
March	263	334	+ 27.0	254,724	327,336	+ 28.5
April	596	708	+ 18.8	547,915	685,005	+ 25.0
May	768	1,065	+ 38.7	716,791	1,029,440	+ 43.6
June	567	741	+ 30.7	537,880	725,576	+ 34.9
July	409	427	+ 4.4	395,979	430,487	+ 8.7
August	321	399	+ 24.3	307,211	390,210	+ 27.0
September	284	330	+ 16.2	274,439	317,778	+ 15.8
October	237	346	+ 46.0	237,257	362,524	+ 52.8
November	198	312	+ 57.6	202,020	330,992	+ 63.8
December	183	345	+ 88.5	174,423	349,320	+100.3

Table 3.--Summary of New Motor Vehicle Sales, by Provinces and Months, 1935 and 1936

(g) ALBERTA

Month	Number of Vehicles			Retail Value		
	1935	1936	% change, 1936/1935	1935	1936	% change, 1936/1935
				\$	\$	

Passenger Cars

Totals	5,624	5,551	- 1.3	5,543,855	5,581,834	+ 0.7
January	149	310	+108.1	154,266	308,754	+100.1
February	418	220	- 47.4	403,916	221,055	- 45.3
March	666	529	- 20.6	659,599	524,573	- 20.5
April	869	1,063	+ 22.3	855,996	1,076,863	+ 25.8
May	861	953	+ 10.7	824,954	946,259	+ 14.7
June	759	622	- 18.1	735,688	607,894	- 17.4
July	479	363	- 24.2	471,787	359,034	- 23.9
August	272	235	- 13.6	277,782	234,373	- 15.6
September	226	176	- 22.1	237,085	179,671	- 24.2
October	247	257	+ 4.0	259,883	277,082	+ 6.6
November	371	281	- 24.3	366,538	300,109	- 18.1
December	307	542	+ 76.5	296,361	546,167	+ 84.3

Trucks and Buses

Totals	1,563	1,693	+ 8.3	1,497,981	1,671,753	+ 11.6
January	55	79	+ 43.6	72,556	77,361	+ 6.6
February	102	82	- 19.6	89,426	81,359	- 9.0
March	135	192	+ 42.2	118,837	187,586	+ 57.9
April	199	297	+ 49.2	193,275	290,132	+ 50.1
May	209	264	+ 26.3	204,628	258,879	+ 26.5
June	171	195	+ 14.0	150,544	200,190	+ 33.0
July	139	119	- 14.4	137,360	117,678	- 14.3
August	147	134	- 8.8	148,302	136,797	- 7.8
September	181	120	- 33.7	172,118	117,998	- 31.4
October	110	105	- 4.5	100,297	102,434	+ 2.1
November	58	53	- 8.6	56,232	51,197	- 9.0
December	57	53	- 7.0	54,406	50,142	- 7.8

Total Vehicles

Totals	7,187	7,244	+ 0.8	7,041,836	7,253,587	+ 3.0
January	204	389	+ 90.7	226,822	386,115	+ 70.2
February	520	302	- 41.9	493,342	302,414	- 38.7
March	801	721	- 10.0	778,436	712,159	- 8.5
April	1,068	1,360	+ 27.3	1,049,271	1,366,995	+ 30.3
May	1,070	1,217	+ 13.7	1,029,582	1,205,138	+ 17.1
June	930	817	- 12.2	886,232	808,084	- 8.8
July	618	482	- 22.0	609,147	476,712	- 21.7
August	419	369	- 11.9	426,084	371,170	- 12.9
September	407	296	- 27.3	409,203	297,669	- 27.3
October	357	362	+ 1.4	360,180	379,516	+ 5.4
November	429	334	- 22.1	422,770	351,306	- 16.9
December	364	595	+ 63.5	350,767	596,309	+ 70.0

Table 3.—Summary of New Motor Vehicle Sales, by Provinces and Months, 1935 and 1936

(h) BRITISH COLUMBIA

Month	Number of Vehicles			Retail Value		
	1935	1936	% change, 1936/1935	1935 \$	1936 \$	% change, 1936/1935
<u>Passenger Cars</u>						
Totals	5,523	7,488	+ 35.6	5,484,314	7,657,671	+ 39.6
January	163	446	+173.6	171,933	443,375	+157.9
February	531	625	+ 17.7	523,807	622,131	+ 18.8
March	675	903	+ 33.8	675,295	927,115	+ 37.3
April	898	1,074	+ 19.6	895,611	1,101,340	+ 23.0
May	730	1,018	+ 39.5	710,100	1,036,999	+ 46.0
June	531	775	+ 46.0	522,509	786,564	+ 50.5
July	441	614	+ 39.2	429,024	621,680	+ 44.9
August	298	351	+ 17.8	296,524	349,118	+ 17.7
September	179	254	+ 41.9	183,441	266,567	+ 45.3
October	241	264	+ 9.5	254,772	297,429	+ 16.7
November	397	460	+ 15.9	385,999	489,425	+ 26.8
December	439	704	+ 60.4	435,299	715,928	+ 64.5
<u>Trucks and Buses</u>						
Totals	1,735	2,001	+ 15.3	1,868,072	2,328,000	+ 24.6
January	61	119	+ 95.1	72,706	121,209	+ 66.7
February	162	152	- 6.2	164,430	162,148	- 1.4
March	180	215	+ 19.4	177,988	237,757	+ 33.6
April	236	305	+ 29.2	237,989	306,561	+ 28.8
May	204	294	+ 44.1	207,144	284,702	+ 37.4
June	186	229	+ 23.1	187,677	285,700	+ 52.2
July	175	159	- 9.1	192,191	196,940	+ 2.5
August	135	154	+ 14.1	153,766	194,717	+ 26.6
September	134	130	- 3.0	166,016	175,312	+ 5.6
October	102	109	+ 6.9	122,044	185,740	+ 52.2
November	86	64	- 25.6	89,936	79,967	- 11.1
December	74	71	- 4.1	96,185	97,247	+ 1.1
<u>Total Vehicles</u>						
Totals	7,258	9,489	+ 30.7	7,352,386	9,985,671	+ 35.8
January	224	565	+152.2	244,639	564,584	+130.8
February	693	777	+ 12.1	688,237	784,279	+ 14.0
March	855	1,118	+ 30.8	853,283	1,164,872	+ 36.0
April	1,134	1,379	+ 21.6	1,133,600	1,407,901	+ 24.2
May	934	1,312	+ 40.5	917,244	1,321,701	+ 44.1
June	717	1,004	+ 40.0	710,186	1,072,264	+ 51.0
July	616	773	+ 25.5	621,215	818,620	+ 31.8
August	433	505	+ 16.6	450,290	543,835	+ 20.8
September	313	384	+ 22.7	349,457	441,879	+ 26.4
October	343	373	+ 8.7	376,816	483,169	+ 28.2
November	483	524	+ 8.5	475,935	569,392	+ 19.6
December	513	775	+ 51.1	531,484	813,175	+ 53.0

Table 4.--Summary of New and Used Motor Vehicle Financing in Canada, 1929 - 1936

Year	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number Financed	Total Amount of Financing	Average per vehicle	Number Financed	Total Amount of Financing	Average per vehicle	Number Financed	Total Amount of Financing	Average per vehicle
1929	Number or Amount .. Per cent.	\$88,165,531 100.0	\$537 -	71,582 43.6	\$48,104,523 54.6	\$672 -	92,549 56.4	\$40,061,008 45.4	\$433 -
1930	Number or Amount .. Per cent.	\$62,978,174 100.0	\$491 -	47,961 37.4	\$28,610,731 45.4	\$597 -	80,353 62.6	\$34,367,443 54.6	\$428 -
1931	Number or Amount .. Per cent.	\$41,941,254 100.0	\$425 -	33,988 34.5	\$20,869,547 49.8	\$614 -	64,635 65.5	\$21,071,707 50.2	\$326 -
1932	Number or Amount .. Per cent.	\$25,864,873 100.0	\$373 -	21,293 30.7	\$12,741,179 49.3	\$598 -	47,998 69.3	\$13,123,694 50.7	\$273 -
1933	Number or Amount .. Per cent.	\$20,158,788 100.0	\$372 -	15,880 29.3	\$10,030,368 49.8	\$632 -	38,358 70.7	\$10,128,420 50.2	\$264 -
1934	Number or Amount .. Per cent.	\$30,091,463 100.0	\$395 -	23,264 30.5	\$16,364,735 54.4	\$703 -	52,906 69.5	\$13,726,728 45.6	\$259 -
1935	Number or Amount .. Per cent.	\$40,251,521 100.0	\$402 -	31,950 31.9	\$22,410,656 55.7	\$701 -	68,228 68.1	\$17,840,865 44.3	\$261 -
1936	Number or Amount .. Per cent.	\$54,859,812 100.0	\$399 -	42,863 31.2	\$29,887,861 54.5	\$697 -	94,651 68.8	\$24,971,951 45.5	\$264 -

Table 5.—Summary of New and Used Motor Vehicle Financing in Canada, by Provinces, 1936

Province	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number Financed	Amount of Financing		Number Financed	Amount of Financing		Number Financed	Amount of Financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
CANADA, Number or Amount Per cent . .	137,514 100.0	\$54,859,812 100.0	\$399 —	42,863 31.2	\$29,887,861 54.5	\$697 —	94,651 68.8	\$24,971,951 45.5	\$264 —
Maritimes, Number or Amount . Per cent . .	9,152 100.0	\$3,838,902 100.0	\$419 —	2,802 30.6	\$2,105,928 54.9	\$752 —	6,350 69.4	\$1,732,974 45.1	\$273 —
Quebec, Number or Amount Per cent . .	22,695 100.0	\$10,246,443 100.0	\$451 —	8,060 35.5	\$6,076,185 59.3	\$754 —	14,635 64.5	\$4,170,258 40.7	\$285 —
Ontario, Number or Amount Per cent . .	67,979 100.0	\$25,138,803 100.0	\$370 —	19,799 29.1	\$13,092,285 52.1	\$661 —	48,180 70.9	\$12,046,518 47.9	\$250 —
Manitoba and Saskat- chewan, Number or Amount Per cent . .	14,435 100.0	\$5,865,746 100.0	\$406 —	5,034 34.9	\$3,386,960 57.7	\$673 —	9,401 65.1	\$2,478,786 42.3	\$264 —
Alberta, Number or Amount Per cent . .	11,074 100.0	\$4,680,480 100.0	\$423 —	3,942 35.6	\$2,588,896 55.3	\$657 —	7,132 64.4	\$2,091,584 44.7	\$293 —
British Columbia, Number or Amount Per cent . .	12,179 100.0	\$5,089,439 100.0	\$418 —	3,226 26.5	\$2,637,607 51.8	\$818 —	8,953 73.5	\$2,451,831 48.2	\$274 —

Table 6.--Financing of Motor Vehicle Sales in Canada, by Months, 1935 and 1936

Month	Number of Vehicles			Amount of Financing		
	1935	1936	% change, 1936/1935	1935	1936	% change, 1936/1935
				\$	\$	
New Vehicles						
Totals	31,950	42,863	+ 34.2	22,417,656	29,867,361	+ 33.4
January	885	1,524	+ 72.2	651,272	1,054,002	+ 61.8
February	1,592	1,555	- 2.3	1,136,203	1,102,521	- 3.0
March	2,540	3,172	+ 24.9	1,756,937	2,192,004	+ 24.8
April	4,779	6,331	+ 32.5	3,250,246	4,267,363	+ 31.3
May	5,288	7,270	+ 37.5	3,643,725	4,960,491	+ 35.2
June	3,862	5,615	+ 45.4	2,669,173	3,980,528	+ 49.1
July	3,541	4,293	+ 21.2	2,531,943	3,074,640	+ 21.4
August	2,371	3,087	+ 30.2	1,692,405	2,216,705	+ 31.0
September	1,961	2,672	+ 36.3	1,428,316	1,922,520	+ 34.6
October	1,480	2,097	+ 41.7	1,096,937	1,543,324	+ 40.7
November	1,787	2,015	+ 12.8	1,242,813	1,459,643	+ 17.4
December	1,864	3,232	+ 73.4	1,285,656	2,114,120	+ 64.4
Used Vehicles						
Totals	68,228	94,651	+ 38.7	17,840,865	24,971,951	+ 40.0
January	1,844	3,521	+ 90.9	513,076	1,016,336	+ 98.1
February	2,657	3,434	+ 29.2	757,258	960,796	+ 26.9
March	4,645	6,484	+ 39.6	1,223,575	1,770,044	+ 44.7
April	7,970	10,825	+ 35.8	2,123,201	2,897,812	+ 36.5
May	9,448	13,902	+ 47.1	2,478,268	3,680,981	+ 48.5
June	8,959	13,448	+ 50.1	2,286,465	3,467,078	+ 51.6
July	8,424	10,349	+ 22.9	2,109,499	2,696,934	+ 27.8
August	6,710	8,312	+ 23.9	1,712,378	2,129,282	+ 24.3
September	5,324	7,640	+ 43.5	1,377,752	1,939,819	+ 40.8
October	4,843	6,752	+ 39.4	1,266,777	1,749,543	+ 38.1
November	4,062	4,945	+ 21.7	1,050,592	1,309,686	+ 24.7
December	3,342	5,039	+ 50.8	942,024	1,353,640	+ 43.7
Total - New and Used Vehicles						
Totals	100,178	137,514	+ 37.3	40,251,521	54,859,812	+ 36.3
January	2,729	5,045	+ 84.9	1,164,348	2,070,338	+ 77.8
February	4,249	4,989	+ 17.4	1,893,461	2,063,317	+ 9.0
March	7,185	9,656	+ 34.4	2,980,542	3,962,048	+ 32.9
April	12,749	17,156	+ 34.6	5,373,447	7,165,175	+ 33.3
May	14,736	21,172	+ 43.7	6,146,993	8,641,472	+ 40.6
June	12,821	19,063	+ 48.7	4,955,638	7,447,606	+ 50.3
July	11,965	14,642	+ 22.4	4,641,442	5,771,574	+ 24.3
August	9,081	11,399	+ 25.5	3,404,783	4,345,987	+ 27.6
September	7,285	10,312	+ 41.6	2,806,068	3,862,339	+ 37.6
October	6,323	8,849	+ 39.9	2,363,714	3,292,867	+ 39.3
November	5,849	6,960	+ 19.0	2,293,405	2,769,329	+ 20.8
December	5,206	8,271	+ 58.9	2,227,680	3,467,760	+ 55.7

Table 7.—Comparison of Sales and Financing of Sales of New Motor Vehicles
in Canada, 1930 - 1936

Year	Sales of New Vehicles		Financing of New Vehicle Sales			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$ (1)			\$	
1930	(X)	122,165,000	47,961	(X)	28,610,731	23.4
1931	(X)	(X)	33,988	(X)	20,869,547	(X)
1932	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933	45,332	45,450,230	15,880	35.0	10,030,368	22.1
1934	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936	115,759	120,049,297	42,863	37.0	29,887,861	24.9

(1) Computed from results of Census of Merchandising Establishments.

(X) Figures not available.

Table 8.—Comparison of Sales and Financing of Sales of New Motor Vehicles
in Canada, by Provinces, 1936

Province	Sales of New Vehicles		Financing of New Vehicle Sales			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
CANADA, Total.	115,759	120,049,297	42,863	37.0	29,887,861	24.9
Maritimes ..	9,501	9,682,576	2,802	29.5	2,105,928	21.7
Quebec	22,733	24,347,292	8,060	35.5	6,076,185	25.0
Ontario	55,612	57,656,985	19,799	35.6	13,092,285	22.7
Manitoba ..)	11,180	11,123,186	5,034	45.0	3,386,960	30.4
Saskatchewan)						
Alberta	7,244	7,253,587	3,942	54.4	2,588,896	35.7
British Columbia .	9,489	9,985,671	3,226	34.0	2,637,607	26.4

Table 9.—Financing of Motor Vehicle Sales in Canada, by Provinces and Months, 1936

Month	CANADA		Maritimes		Quebec	
	Number of Vehicles	Amount of Financing	Number of Vehicles	Amount of Financing	Number of Vehicles	Amount of Financing
		\$		\$		\$
New Vehicles						
1 Totals	42,863	29,887,861	2,802	2,105,928	8,060	6,076,185
2 January	1,524	1,054,002	61	43,221	159	117,177
3 February	1,555	1,102,521	57	47,669	213	155,841
4 March	3,172	2,192,004	173	128,223	682	498,739
5 April	6,331	4,267,363	513	360,024	1,756	1,275,445
6 May	7,270	4,960,491	621	460,254	1,458	1,105,958
7 June	5,615	3,980,528	404	317,713	941	741,854
8 July	4,293	3,074,640	306	243,943	717	541,436
9 August	3,087	2,216,705	215	160,692	497	384,774
10 September ...	2,672	1,922,520	153	119,070	452	346,518
11 October	2,097	1,543,324	93	71,792	372	304,448
12 November	2,015	1,459,643	74	52,455	324	242,702
13 December	3,232	2,114,120	132	100,872	489	361,298
Used Vehicles						
14 Totals	94,651	24,971,951	6,350	1,732,974	14,635	4,170,258
15 January	3,521	1,016,336	122	38,924	353	117,812
16 February	3,434	960,796	134	41,512	437	147,699
17 March	6,484	1,770,044	344	94,721	1,019	311,735
18 April	10,825	2,897,812	706	198,314	2,239	661,786
19 May	13,902	3,680,981	1,044	301,719	2,433	685,539
20 June	13,448	3,467,078	941	255,326	2,116	569,911
21 July	10,349	2,696,934	763	199,101	1,637	450,187
22 August	8,312	2,129,282	650	166,468	1,188	316,018
23 September ...	7,640	1,939,819	550	145,468	1,041	284,271
24 October	6,752	1,749,543	462	117,629	937	269,972
25 November	4,945	1,309,686	336	90,256	637	185,075
26 December	5,039	1,353,640	298	83,536	598	170,253
Total - New and Used Vehicles						
27 Totals	137,514	54,859,812	9,152	3,838,902	22,695	10,246,443
28 January	5,045	2,070,338	183	82,145	512	234,989
29 February	4,989	2,063,317	191	89,181	650	303,540
30 March	9,656	3,962,048	517	222,944	1,701	810,474
31 April	17,156	7,165,175	1,219	558,338	3,995	1,937,231
32 May	21,172	8,641,472	1,665	761,973	3,891	1,791,492
33 June	19,063	7,447,606	1,345	573,039	3,057	1,311,765
34 July	14,642	5,771,574	1,069	443,044	2,354	991,623
35 August	11,399	4,345,987	865	327,160	1,685	700,792
36 September ...	10,312	3,862,339	703	264,538	1,493	630,789
37 October	8,849	3,292,867	555	189,421	1,309	574,420
38 November	6,960	2,769,329	410	142,711	961	427,777
39 December	8,271	3,467,760	430	184,408	1,087	531,551

Table 9.--Financing of Motor Vehicle Sales in Canada, by Provinces and Months, 1936

Ontario		Manitoba and Saskatchewan		Alberta		British Columbia		
Number of Vehicles	Amount of Financing	Number of Vehicles	Amount of Financing	Number of Vehicles	Amount of Financing	Number of Vehicles	Amount of Financing	
\$		\$		\$		\$		
New Vehicles								
19,799	13,092,285	5,034	3,386,960	3,942	2,588,896	3,226	2,687,807	1
881	568,902	103	74,933	158	109,093	162	140,676	
811	547,895	120	87,059	155	102,310	199	161,747	3
1,521	994,047	279	193,366	261	172,272	253	205,357	4
2,590	1,599,033	614	405,420	502	327,744	353	299,697	5
3,097	1,955,514	1,026	675,374	665	442,171	403	320,925	6
2,566	1,715,533	755	515,096	544	355,061	405	335,271	7
1,927	1,351,159	528	364,016	454	285,446	361	288,640	8
1,340	909,644	460	329,589	267	178,545	308	253,461	9
1,171	819,067	418	271,637	251	169,639	227	196,589	10
906	659,713	260	167,286	264	177,541	202	162,544	11
1,155	831,733	180	116,679	141	98,515	141	117,559	12
1,834	1,140,045	291	186,205	280	170,559	206	155,141	13
Used Vehicles								
48,180	12,046,518	9,401	2,478,786	7,132	2,091,584	8,953	2,451,831	14
2,126	583,583	149	49,903	266	87,688	505	138,426	15
1,840	494,105	200	64,852	192	61,718	631	150,910	16
3,501	888,632	365	111,991	452	142,123	803	220,842	17
5,459	1,360,005	813	219,768	727	222,697	881	235,242	18
6,789	1,691,144	1,623	421,118	1,010	301,027	1,003	280,434	19
6,612	1,621,903	1,605	411,196	1,160	325,544	1,014	283,198	20
5,113	1,279,742	1,070	272,530	850	231,213	916	264,161	21
4,092	1,008,067	841	213,234	676	199,078	865	226,417	22
3,862	923,067	1,030	256,313	495	149,615	662	181,085	23
3,382	815,041	826	219,256	516	147,960	629	179,685	24
2,606	654,297	500	135,458	364	105,846	502	138,754	25
2,798	726,932	579	103,167	424	117,075	542	152,677	26
Total - New and Used Vehicles								
67,979	25,138,803	14,435	5,865,746	11,074	4,680,480	12,179	5,089,438	27
3,007	1,152,485	252	124,836	424	196,781	667	279,102	28
2,651	1,042,000	320	151,911	347	164,026	830	312,657	29
5,022	1,882,679	644	305,357	713	314,393	1,059	426,199	30
8,049	2,959,038	1,427	625,188	1,229	550,441	1,237	534,939	31
9,886	3,346,658	2,649	1,096,792	1,675	743,198	1,406	601,359	32
9,178	3,337,436	2,360	926,292	1,704	680,605	1,419	618,469	33
7,040	2,630,901	1,598	636,546	1,304	516,659	1,277	552,801	34
5,432	1,917,711	1,301	542,823	943	377,623	1,173	479,878	35
5,033	1,742,134	1,448	527,950	746	319,254	889	377,674	36
4,288	1,474,754	1,086	386,542	780	325,501	831	342,229	37
3,761	1,480,060	680	252,137	505	204,361	643	253,313	38
4,632	1,866,977	870	289,372	704	287,534	748	307,818	39

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CANADA
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DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH

SALES OF MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

IN

CANADA

1937



OTTAWA
1938

Price 25 cents

DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S.(Hon.)

Internal Trade Branch
Chief: H. Marshall, B.A., F.S.S.

SALES AND FINANCING OF MOTOR VEHICLES IN CANADA, 1937

Introduction

For several years the Internal Trade Branch of the Dominion Bureau of Statistics has published two series of monthly reports relating to the sale and financing of motor vehicles in Canada. One series shows the number and retail value of new motor vehicles sold each month, making a distinction between sales of new passenger cars and commercial vehicles. The second series covers the number of motor vehicle sales financed by the various finance companies and the corresponding amount of financing. Separate figures are available for the financing of new and used vehicles but no distinction is made between passenger and commercial models. This report summarizes the results of both series for 1937 together with comparative figures for earlier years and brings together in more permanent form the information contained in the monthly bulletins.

Statistics of motor vehicle sales are secured monthly from companies which manufacture or assemble motor vehicles in Canada and from manufacturers in the United States and Great Britain of vehicles made for sale in Canada. In 1937 monthly returns were received from 20 companies, which are listed in the appendix to this report. It is believed that the coverage of sales in this field is very complete. The retail value reported is the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Freight charges from factory to place of purchase are excluded. Duty is included in the retail value of imported vehicles.

Statistics of financing are compiled from returns from all large finance companies in Canada which are engaged in purchasing accounts, contracts or notes arising out of retail sales of motor vehicles. The reporting companies give separate data for the financing of new and used vehicles but make no distinction as between passenger and commercial models. Statistics of refinancing are not included in the figures published. Original financing only is included. Data on financing were secured from 48 financing companies in 1937. The names of these companies are listed in the appendix to this report.

Summary

The marked upward trend in motor vehicle purchasing in Canada since 1933 was continued throughout all but the latter part of 1937. Although December sales were down by 11.6 per cent from the corresponding month in 1936, total purchases of new motor vehicles for 1937 exceeded by 27.5 per cent in number and 26.9 per cent in retail value the number and value of sales in the preceding year. There were 144,441 new vehicles sold for \$149,170,527 in 1937, compared with 113,314 units for \$117,582,796 in 1936. In 1933 new motor vehicle sales numbered 45,382. The years following witnessed successive percentage increases of 62 per cent in 1934, 73 per

cent in 1935 and 12 per cent in 1936, while the additional 27.5 per cent increase in 1937 makes the total for that year more than three times the number sold in 1933.

New motor vehicle sales for 1937 were divided in the proportions 79.1 per cent passenger cars and 20.9 per cent trucks and buses. Passenger car sales numbered 114,275 and were valued at \$116,886,334 while 30,166 commercial vehicles retailed for \$32,284,193. Passenger car sales increased 23.8 per cent in number and 22.5 per cent in value over 1936 while the increase for commercial vehicles was still greater, being 43.5 per cent in number and 45.6 per cent in value.

Substantial increases in new motor vehicle sales in 1937 were recorded in all provinces. Manitoba had the best increase with a gain of 45.5 per cent in number of units sold. The Maritime Provinces came second with a gain of 40.2 per cent followed by Saskatchewan with 34.6 per cent, Quebec with 33.9 per cent, Alberta with 26.1 per cent, Ontario with 22.0 per cent and British Columbia with 17.3 per cent.

The Ontario market absorbed 46.2 per cent of all new vehicles purchased in Canada last year. In the passenger car field Ontario took 48.5 per cent of the total purchases while in the commercial model field the same province accounted for a smaller proportion of the total or 37.1 per cent. Quebec accounted for 19.8 per cent of the Dominion total for passenger models, 22.5 per cent of the commercial models or 20.4 per cent of the combined total for both passenger and commercial. The proportions of provincial to Dominion total sales for all new vehicles for other provinces are as follows: Maritime Provinces, 9.0 per cent; British Columbia, 7.5 per cent; Alberta, 6.2 per cent; Manitoba, 5.8 per cent and Saskatchewan 4.9 per cent.

The seasonal fluctuations and cyclical swings in motor vehicle sales are faithfully mirrored in statistics of financing. Including both new and used models there were 177,898 motor vehicles whose purchases were financed to the extent of \$75,850,173 by finance companies in 1937. These figures reveal increases of 29.4 per cent in number and 38.3 per cent in amount over the 137,514 units which were financed for \$54,859,812 in 1936. In 1933 financing was negotiated for 54,238 units. Successive percentage increases for subsequent years are 40 per cent in 1934, 32 per cent in 1935 and 37 per cent in 1936, while the 29.4 per cent increase in 1937 makes the total for that year more than three times that for 1933.

The financing of used models forms a major proportion of the total business in this field. The total number of motor vehicles financed in 1937 was divided in the ratio 31.6 per cent new and 68.4 per cent used models. There were 56,247 new vehicles financed for \$40,664,375 in 1937 or an average of \$723 per vehicle. Used models whose purchases were financed numbered 121,651 for \$35,185,498 or an average of \$289 per vehicle. New vehicle financing increased 31.2 per cent in number and 36.1 per cent in amount in 1937 compared with the preceding year while corresponding increases for used vehicles were 28.5 per cent in point of view of number and 40.9 per cent in total amount.

Comparable figures for sales and financing of new vehicles only (including both passenger and commercial models) indicate that 38.9 per cent of all new vehicles purchased in 1937 were financed through the facilities offered by the various finance corporations. In 1936 the proportion of new vehicles financed to total number purchased was 37.8 per cent and in 1935 it was 31.5 per cent.

The ratio of financing to total sales varies widely for different sections of the country. It was greatest in the Prairie Provinces and lowest in the Maritimes. About 57 per cent of all new vehicles purchased in Alberta in 1937 were financed while the combined ratio for Saskatchewan and Manitoba was 42.4 per cent. Ratios for other regions were 38.7 per cent in Ontario, 36.8 per cent in Quebec, 36.5 per cent in British Columbia and 30.4 per cent in the Maritime Provinces. The higher

ratio in the Prairie Provinces is perhaps to be expected. Here consumer income is distributed less evenly throughout the year compared with other sections, thus creating a situation requiring a greater extension of credit facilities.

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NUMBER OF MOTOR VEHICLE SALES FINANCED IN CANADA

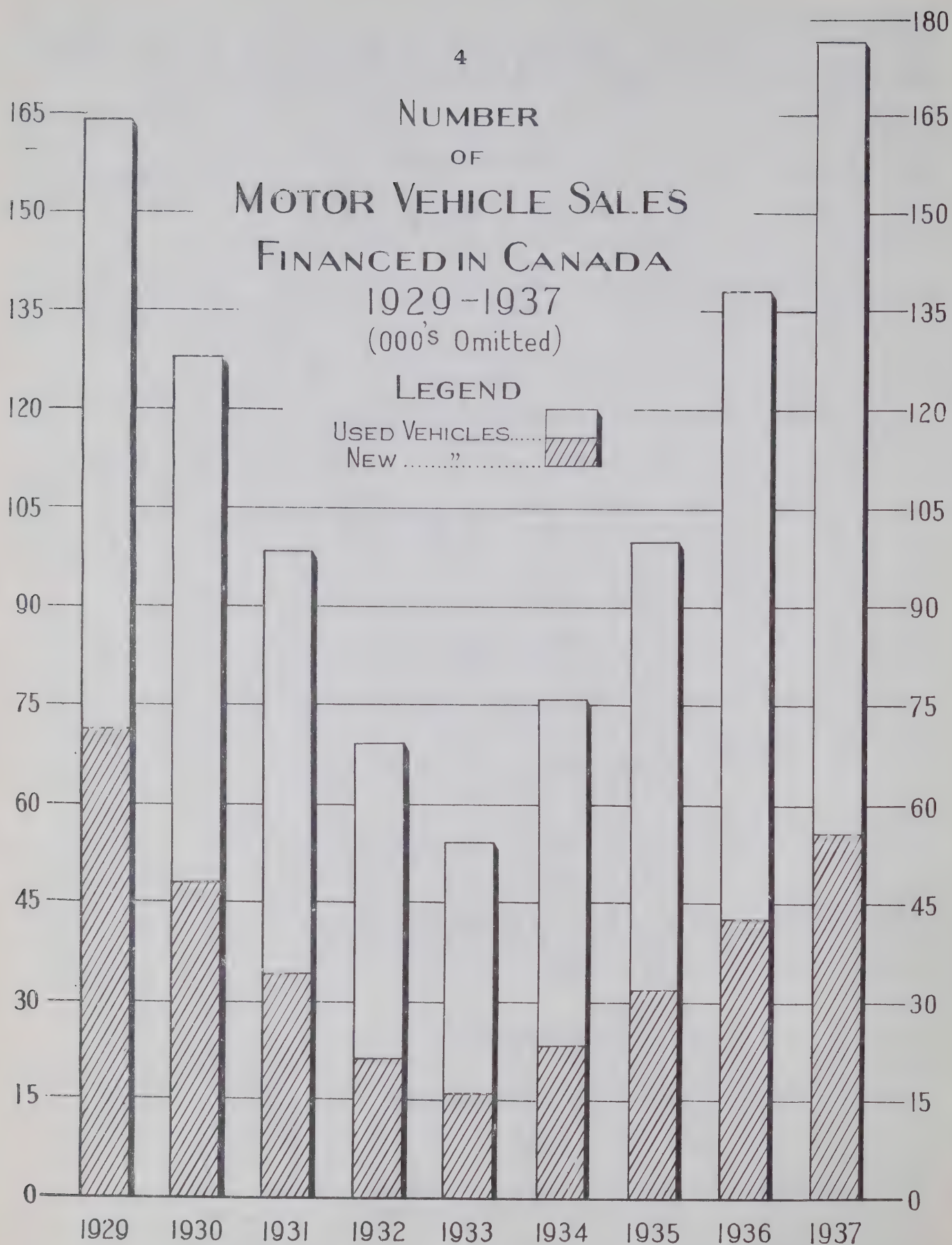
1929-1937

(000's Omitted)

LEGEND

USED VEHICLES.....

NEW"



NUMBER
OF
NEW MOTOR VEHICLES
SOLD IN CANADA
1932-1937

(000's Omitted)

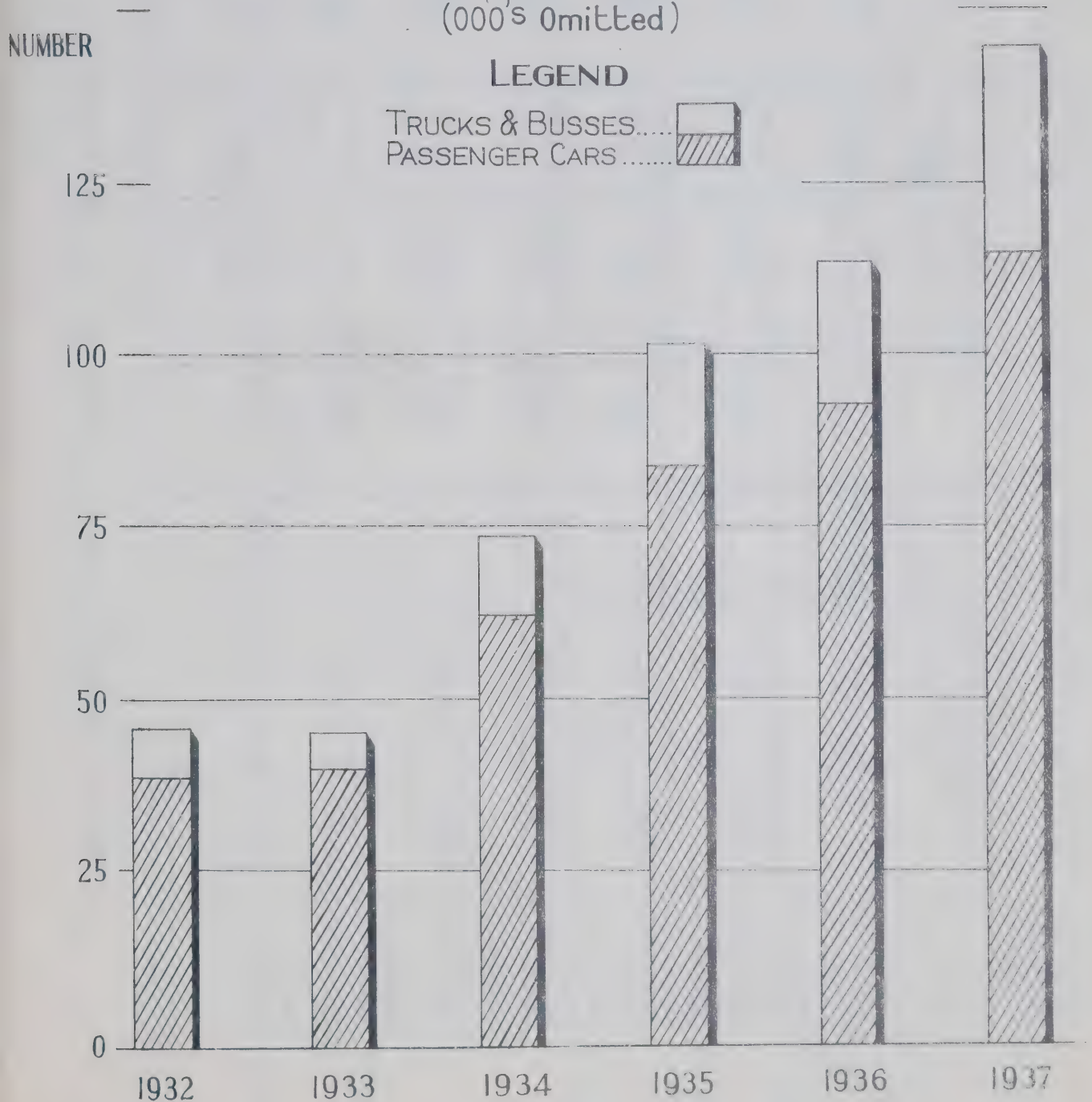


Table 1. Summary of New Motor Vehicle Sales in Canada, by Years, 1932-1937.

Year	Total Vehicles			Passenger Cars			Trucks and Buses		
	Number	Retail Value		Number	Retail Value		Number	Retail Value	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
1932	Number or Amount .. Per cent.	\$45,230,742 100.0	\$ 987	38,621 84.2	\$38,919,015 86.0	\$1,008	7,249 15.8	\$ 6,341,727 14.0	\$ 875
1933	Number or Amount .. Per cent.	\$45,450,230 100.0	\$1,003	39,538 87.3	\$39,692,630 87.3	\$1,002	5,764 12.7	\$ 5,757,600 12.7	\$ 999
1934	Number or Amount .. Per cent.	\$75,785,431 100.0	\$1,032	61,503 81.2	\$63,536,402 83.9	\$1,034	11,855 16.2	\$12,219,059 16.1	\$1,031
1935	Number or Amount .. Per cent.	\$101,742,449 100.0	\$1,033	82,242 80.8	\$83,429,114 82.0	\$1,002	18,219 18.0	\$18,313,335 18.0	\$1,005
1936	Number or Amount .. Per cent.	\$117,582,796 100.0	\$1,038	92,287 78.6	\$95,402,199 81.1	\$1,034	21,027 18.6	\$22,179,597 18.9	\$1,055
1937	Number or Amount .. Per cent.	\$149,170,527 100.0	\$1,032	114,275 76.6	\$116,886,334 78.4	\$1,022	30,166 20.9	\$32,284,193 21.6	\$1,070

Table 2.--Summary of New Motor Vehicle Sales in Canada, by Provinces, 1927.

Province	Total Vehicles			Passenger Cars			Trucks and Buses		
	Number	Retail Value		Number	Retail Value		Number	Retail Value	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
Maritime Provinces, Number or Amount .. Per cent.	12,965 100.0	\$13,000,656 100.0	\$1,003	9,208 71.0	\$ 9,235,713 71.0	\$1,003	3,757 29.0	\$ 3,764,943 29.0	\$1,002
Quebec, Number or Amount .. Per cent.	29,432 100.0	\$31,081,200 100.0	\$1,056	22,658 77.0	\$23,721,143 76.3	\$1,047	6,774 23.0	\$ 7,360,057 23.7	\$1,087
Ontario, Number or Amount .. Per cent.	66,703 100.0	\$68,931,205 100.0	\$1,033	55,504 83.2	\$56,914,116 82.6	\$1,025	11,199 16.8	\$12,017,089 17.4	\$1,073
Manitoba, Number or Amount .. Per cent.	8,432 100.0	\$ 8,583,744 100.0	\$1,015	6,219 73.5	\$ 6,275,284 73.1	\$1,009	2,243 26.5	\$ 2,311,460 26.9	\$1,031
Saskatchewan, Number or Amount .. Per cent.	7,101 100.0	\$ 7,013,125 100.0	\$ 988	5,704 80.3	\$ 5,651,996 80.6	\$ 991	1,397 19.7	\$ 1,361,129 19.4	\$ 974
Alberta, Number or Amount .. Per cent.	8,944 100.0	\$ 9,063,605 100.0	\$1,013	6,811 76.2	\$ 6,861,396 75.7	\$1,007	2,133 23.8	\$ 2,201,909 24.3	\$1,032
British Columbia, Number or Amount .. Per cent.	10,834 100.0	\$11,493,992 100.0	\$1,061	8,171 75.4	\$ 8,226,386 71.6	\$1,007	2,663 24.3	\$ 2,267,606 28.4	\$1,227

Table 3.—Motor Vehicle Sales in Canada, by Provinces, 1936 and 1937.

Province	Number of Vehicles			Retail Value		
	1936	1937	% change, 1937/1936	1936	1937	% change, 1937/1936

Passenger Cars

				\$	\$	
CANADA	92,287	114,275	+ 23.8	95,403,199	116,886,334	+ 22.5
Maritimes	6,673	9,208	+ 38.0	6,775,460	9,235,713	+ 36.3
Quebec	18,115	22,658	+ 25.1	19,176,171	23,721,143	+ 23.7
Ontario	46,378	55,504	+ 19.7	48,075,668	56,914,116	+ 18.4
Manitoba	4,317	6,219	+ 44.1	4,374,228	6,275,284	+ 43.5
Saskatchewan	4,160	5,704	+ 37.1	4,158,034	5,651,996	+ 35.9
Alberta	5,404	6,811	+ 26.0	5,434,970	6,831,696	+ 26.3
British Columbia.	7,240	8,171	+ 12.9	7,408,668	8,226,383	+ 11.0

Trucks and Buses

				\$	\$	
CANADA	21,027	30,166	+ 43.5	22,179,597	32,284,193	+ 45.6
Maritimes	2,574	3,757	+ 46.0	2,660,696	3,764,943	+ 41.5
Quebec	3,872	6,774	+ 74.9	4,376,006	7,360,057	+ 68.2
Ontario	8,289	11,199	+ 35.1	8,655,619	12,017,089	+ 38.8
Manitoba	1,497	2,243	+ 49.8	1,442,596	2,311,460	+ 60.2
Saskatchewan	1,116	1,397	+ 25.2	1,061,574	1,361,129	+ 28.2
Alberta	1,686	2,133	+ 26.5	1,667,796	2,201,909	+ 32.0
British Columbia.	1,993	2,663	+ 33.6	2,315,310	3,267,606	+ 41.1

Total Vehicles

				\$	\$	
CANADA	113,314	144,441	+ 27.5	117,582,796	149,170,527	+ 26.9
Maritimes	9,247	12,965	+ 40.2	9,436,156	13,000,656	+ 37.8
Quebec	21,987	29,432	+ 33.9	23,552,177	31,081,200	+ 32.0
Ontario	54,667	66,703	+ 22.0	56,731,287	68,931,205	+ 21.5
Manitoba	5,814	8,462	+ 45.5	5,816,824	8,583,744	+ 47.6
Saskatchewan	5,276	7,101	+ 34.6	5,219,608	7,013,125	+ 34.4
Alberta	7,090	8,944	+ 26.1	7,102,766	9,063,605	+ 27.6
British Columbia.	9,233	10,834	+ 17.3	9,723,978	11,493,992	+ 18.2

Table 4.—Percentage Distribution of New Motor Vehicle Sales
in Canada, by Provinces, 1936 and 1937

Province	Number of Vehicles		Retail Value	
	1936	1937	1936	1937

Passenger Cars

CANADA	100.0	100.0	100.0	100.0
Maritimes	7.2	8.1	7.1	7.9
Quebec	19.6	19.8	20.1	20.3
Ontario	50.3	48.5	50.4	48.7
Manitoba	4.7	5.4	4.6	5.4
Saskatchewan	4.5	5.0	4.3	4.8
Alberta	5.9	6.0	5.7	5.9
British Columbia	7.8	7.2	7.8	7.0

Trucks and Buses

CANADA	100.0	100.0	100.0	100.0
Maritimes	12.3	12.5	12.0	11.7
Quebec	18.4	22.5	19.7	22.8
Ontario	39.4	37.1	39.1	37.2
Manitoba	7.1	7.4	6.5	7.2
Saskatchewan	5.3	4.6	4.8	4.2
Alberta	8.0	7.1	7.5	6.8
British Columbia	9.5	8.8	10.4	10.1

Total Vehicles

CANADA	100.0	100.0	100.0	100.0
Maritimes	8.2	9.0	8.0	8.7
Quebec	19.4	20.4	20.0	20.8
Ontario	48.2	46.2	48.3	46.2
Manitoba	5.1	5.8	4.9	5.8
Saskatchewan	4.7	4.9	4.4	4.7
Alberta	6.3	6.2	6.1	6.1
British Columbia	8.1	7.5	8.3	7.7

Table 5.--New Motor Vehicle Sales in Canada by Provinces, Months and Years,
1936 and 1937

CANADA

Month	Number			Retail Value		
	1936	1937	% change 1937/1936	1936 \$	1937 \$	% change 1937/1936

Passenger Cars

Totals	92,287	114,275	+ 23.8	95,403,199	116,886,334	+ 22.5
January	4,145	7,228	+ 74.4	4,201,602	7,363,444	+ 75.3
February	3,600	7,327	+103.5	3,706,474	7,318,731	+ 97.5
March	8,500	13,636	+ 60.4	8,783,723	13,841,826	+ 57.6
April	16,831	17,147	+ 1.9	17,181,644	17,213,209	+ 0.2
May	16,387	16,944	+ 3.4	16,701,285	17,097,352	+ 2.4
June	10,800	14,380	+ 33.1	11,151,963	14,402,071	+ 29.1
July	7,132	9,459	+ 32.6	7,283,923	9,463,005	+ 29.9
August	4,891	6,344	+ 29.7	5,085,806	6,595,751	+ 29.7
September	4,008	3,923	- 2.1	4,320,207	4,134,100	- 4.3
October	2,825	4,356	+ 54.2	3,207,900	4,730,961	+ 47.5
November	4,881	6,851	+ 40.4	5,280,251	7,516,255	+ 42.8
December	8,287	6,680	- 19.4	8,498,421	7,209,629	- 15.2

Trucks and Buses

Totals	21,027	30,166	+ 43.5	22,179,597	32,284,193	+ 45.6
January	790	1,429	+ 80.9	819,732	1,482,590	+ 80.9
February	1,048	1,875	+ 78.9	1,081,617	1,915,342	+ 77.1
March	2,000	2,843	+ 42.2	2,142,594	2,881,519	+ 34.5
April	3,351	3,873	+ 15.6	3,300,685	3,899,506	+ 18.1
May	3,385	4,099	+ 21.1	3,371,216	4,356,090	+ 29.2
June	2,526	3,617	+ 43.2	2,882,639	3,842,926	+ 33.3
July	1,760	3,067	+ 74.3	1,856,462	3,347,849	+ 80.3
August	1,575	2,730	+ 73.3	1,714,941	2,926,082	+ 70.6
September	1,584	2,229	+ 40.7	1,644,289	2,504,529	+ 52.3
October	1,196	1,491	+ 24.7	1,382,575	1,821,300	+ 31.7
November	724	1,301	+ 79.7	820,903	1,472,915	+ 79.4
December	1,088	1,612	+ 48.2	1,161,944	1,833,545	+ 57.8

Total Vehicles

Totals	113,314	144,441	+ 27.5	117,582,796	149,170,527	+ 26.9
January	4,935	8,657	+ 75.4	5,021,334	8,846,034	+ 76.2
February	4,648	9,202	+ 98.0	4,788,091	9,234,073	+ 92.9
March	10,500	16,479	+ 56.9	10,926,317	16,723,345	+ 53.1
April	20,182	21,020	+ 4.2	20,482,329	21,112,715	+ 3.1
May	19,772	21,043	+ 6.4	20,072,501	21,453,442	+ 6.9
June	13,326	17,997	+ 35.1	14,034,602	18,244,997	+ 30.0
July	8,892	12,526	+ 40.9	9,140,385	12,810,854	+ 40.2
August	6,466	9,074	+ 40.3	6,800,747	9,521,833	+ 40.0
September	5,592	6,152	+ 10.0	5,964,496	6,638,629	+ 11.3
October	4,021	5,847	+ 45.4	4,590,475	6,552,261	+ 42.7
November	5,605	8,152	+ 45.4	6,101,154	8,989,170	+ 47.3
December	9,375	8,292	- 11.6	9,660,365	9,043,174	- 6.4

Table 6.--Summary of New Motor Vehicle Sales in Canada by Provinces, 1937.

Month	Canada	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Passenger Cars								
Total	114,275	9,208	22,358	55,504	6,219	5,704	6,811	8,171
January	7,228	325	1,286	4,258	225	205	347	572
February	7,327	505	1,701	3,632	291	217	409	572
March	13,636	1,162	2,874	6,669	597	592	880	1,060
April	17,147	1,545	3,485	7,558	1,042	1,307	1,079	1,131
May	16,944	1,578	3,834	7,225	1,216	1,178	990	923
June	14,380	1,478	2,501	6,703	843	905	897	1,053
July	9,459	876	1,813	4,634	463	466	505	702
August	6,344	538	1,312	2,948	411	241	375	519
September	3,923	295	753	1,838	235	166	294	337
October	4,356	259	634	2,128	297	186	443	409
November	6,851	383	1,513	3,602	346	129	414	464
December	6,680	263	947	4,309	243	111	378	429
Trucks and Buses								
Total	30,166	3,757	6,774	11,199	2,243	1,397	2,132	2,663
January	1,429	106	322	743	69	30	65	94
February	1,875	184	390	850	90	43	112	206
March	2,843	390	559	1,245	124	100	162	252
April	3,873	641	857	1,167	234	257	305	412
May	4,099	702	1,087	1,172	293	270	237	338
June	3,617	561	824	1,254	264	209	212	292
July	3,067	437	721	1,078	236	141	169	285
August	2,720	276	706	888	317	119	213	211
September	2,229	190	468	755	270	106	257	183
October	1,491	101	287	642	135	54	149	122
November	1,301	78	296	553	106	39	123	106
December	1,612	91	257	851	105	29	128	151

Table 6.--Summary of New Motor Vehicle Sales in Canada by Provinces, 1977 - (Concl.)

Month	Canada	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total	144,441	12,965	29,472	66,703	8,432	7,101	8,944	10,834
January	8,657	431	1,608	5,001	304	235	412	666
February	9,202	689	2,091	4,482	381	260	521	778
March	16,479	1,553	3,433	7,914	721	397	842	1,323
April	21,020	2,186	4,342	8,725	1,276	1,534	1,384	1,543
May	21,043	2,280	4,921	8,397	1,509	1,449	1,227	1,261
June	17,997	2,039	3,325	7,957	1,107	1,114	1,110	1,345
July	12,526	1,313	2,534	5,712	699	307	374	987
August	9,074	814	2,018	3,836	728	360	588	730
September	6,152	485	1,226	2,593	505	272	551	520
October	5,847	360	921	2,771	432	240	592	531
November	8,152	461	1,809	4,155	452	168	537	570
December	8,292	354	1,204	5,160	348	140	506	580

Totals Cars, Trucks and Buses

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Table 7.--Summary of Motor Vehicle Financing in Canada, 1929 - 1937

Year	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number Financed	Amount of Financing		Number Financed	Amount of Financing		Number Financed	Amount of Financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
1929	Number or Amount .. Per cent.	134,131 100.0	\$537 -	71,582 43.6	\$48,104,523 54.6	\$672 -	92,549 56.4	\$40,061,008 45.4	\$423 -
1930	Number or Amount .. Per cent.	128,314 100.0	\$491 -	47,961 37.4	\$28,610,731 45.4	\$597 -	80,353 62.6	\$34,367,443 54.6	\$428 -
1931	Number or Amount .. Per cent.	98,623 100.0	\$425 -	33,988 34.5	\$20,869,547 49.8	\$614 -	64,635 65.5	\$21,071,707 50.2	\$326 -
1932	Number or Amount .. Per cent.	69,291 100.0	\$373 -	21,293 30.7	\$12,741,179 49.3	\$598 -	47,998 69.3	\$13,123,694 50.7	\$273 -
1933	Number or Amount .. Per cent.	54,238 100.0	\$372 -	15,880 29.3	\$10,030,368 49.8	\$632 -	38,358 70.7	\$10,128,420 50.2	\$264 -
1934	Number or Amount .. Per cent.	76,170 100.0	\$395 -	23,234 30.5	\$16,364,735 54.4	\$703 -	52,906 69.5	\$13,726,728 45.6	\$259 -
1935	Number or Amount .. Per cent.	100,178 100.0	\$402 -	31,950 31.9	\$22,410,656 55.7	\$701 -	68,228 68.1	\$17,840,865 44.3	\$261 -
1936	Number or Amount .. Per cent.	137,514 100.0	\$399 -	42,863 31.2	\$29,887,861 54.5	\$697 -	94,651 68.8	\$24,971,951 45.5	\$264 -
1937	Number or Amount .. Per cent.	177,398 100.0	\$426 -	56,247 31.6	\$40,664,675 53.6	\$723 -	121,651 68.4	\$35,185,498 46.4	\$289 -

Table 8.---Summary of Motor Vehicle Financing in Canada, by Provinces, 1977.

Province	Total, New and Used Vehicles				New Vehicles				Used Vehicles			
	Number Financed	Amount of Financing		Average per vehicle	Number Financed	Amount of Financing		Average per vehicle	Number Financed	Amount of Financing		Average per vehicle
		Total				Total				Total		
CANADA, Number or Amount Per cent . .	177,898 100.0	\$75,850,173 100.0	\$426 -		56,247 31.6	\$40,664,675 53.6	\$723 -		121,651 68.4	\$75,185,498 46.4	\$289	
Maritimes, Number or Amount . . Per cent . .	13,056 100.0	\$ 5,740,085 100.0	\$440 -		3,939 30.2	\$ 2,997,928 52.2	\$761 -		9,117 69.8	\$ 2,742,157 47.8	\$201 -	
Quebec, Number or Amount Per cent . .	30,605 100.0	\$14,828,601 100.0	\$485 -		10,835 35.4	\$ 8,484,542 57.2	\$783 -		19,770 64.6	\$ 6,344,058 42.8	\$221 -	
Ontario, Number or Amount Per cent . .	89,236 100.0	\$25,449,535 100.0	\$297 -		25,796 28.9	\$18,118,051 51.1	\$702 -		63,470 71.1	\$17,321,484 48.9	\$272 -	
Manitoba & Saskat- chewan, Number or Amount Per cent . .	17,672 100.0	\$ 7,557,426 100.0	\$428 -		3,592 27.3	\$ 4,254,216 57.6	\$661 -		11,080 62.7	\$ 3,203,110 42.4	\$289 -	
Alberta, Number or Amount Per cent . .	13,369 100.0	\$ 5,995,721 100.0	\$448 -		5,127 38.3	\$ 3,461,133 57.7	\$675 -		8,242 61.7	\$ 2,524,588 42.3	\$208 -	
British Columbia, Number or Amount Per cent . .	13,920 100.0	\$ 6,278,805 100.0	\$451 -		3,958 28.4	\$ 2,248,704 51.7	\$821 -		9,972 71.6	\$ 3,030,101 48.3	\$204 -	

Table 9.—Motor Vehicle Financing in Canada, by Provinces, 1936 and 1937.

Province	Number of Vehicles			Amount of Financing		
	1936	1937	% change, 1937/1936	1936	1937	% change, 1937/1936
				\$	\$	

New Vehicles

CANADA	42,863	56,247	+ 31.2	29,887,861	40,664,375	+ 36.1
Maritimes	2,802	3,939	+ 40.6	2,105,928	2,997,928	+ 42.4
Quebec	8,060	10,835	+ 34.4	6,076,185	8,484,543	+ 39.6
Ontario	19,799	25,796	+ 30.3	13,092,285	18,118,051	+ 38.4
Manitoba and Saskatchewan .	5,034	6,592	+ 30.9	3,386,960	4,354,316	+ 28.6
Alberta	3,942	5,127	+ 30.1	2,588,896	3,461,133	+ 33.7
British Columbia	3,226	3,958	+ 22.7	2,637,607	3,248,704	+ 23.2

Used Vehicles

CANADA	94,651	121,651	+ 28.5	24,971,951	35,185,498	+ 40.9
Maritimes	6,350	9,117	+ 43.6	1,732,974	2,742,157	+ 58.2
Quebec	14,635	19,770	+ 35.1	4,170,258	6,344,058	+ 52.1
Ontario	48,180	63,470	+ 31.7	12,046,518	17,331,484	+ 43.9
Manitoba and Saskatchewan .	9,401	11,080	+ 17.9	2,478,786	3,203,110	+ 29.2
Alberta	7,132	8,242	+ 15.6	2,091,584	2,534,588	+ 21.2
British Columbia	8,953	9,972	+ 11.4	2,451,831	3,030,101	+ 23.6

Total New and Used Vehicles

CANADA	137,514	177,898	+ 29.4	54,859,812	75,850,173	+ 38.3
Maritimes	9,152	13,056	+ 42.7	3,838,902	5,740,085	+ 49.5
Quebec	22,695	30,605	+ 34.9	10,246,443	14,828,601	+ 44.7
Ontario	67,979	89,266	+ 31.3	25,138,803	35,449,535	+ 41.0
Manitoba and Saskatchewan .	14,475	17,672	+ 22.4	5,835,746	7,557,426	+ 28.8
Alberta	11,074	13,339	+ 20.7	4,680,480	5,995,721	+ 28.1
British Columbia	12,179	13,930	+ 14.4	5,089,438	6,273,805	+ 23.4

Table 10.--Percentage Distribution of Motor Vehicle Financing in Canada,
by Provinces, 1936 and 1937.

Province	Number of Vehicles		Amount of Financing	
	1936	1937	1936	1937

New Vehicles

CANADA	100.0	100.0	100.0	100.0
Maritimes	6.5	7.0	7.1	7.4
Quebec	18.8	19.3	20.3	20.9
Ontario	46.2	45.9	43.8	44.5
Manitoba and Saskatchewan	11.8	11.7	11.3	10.7
Alberta	9.2	9.1	8.7	8.5
British Columbia	7.5	7.0	8.8	8.0

Used Vehicles

CANADA	100.0	100.0	100.0	100.0
Maritimes	6.7	7.5	6.9	7.8
Quebec	15.5	16.2	16.7	18.0
Ontario	50.9	52.2	48.3	49.3
Manitoba and Saskatchewan	9.9	9.1	9.9	9.1
Alberta	7.5	6.8	8.4	7.2
British Columbia	9.5	8.2	9.3	8.6

Total - New and Used Vehicles

CANADA	100.0	100.0	100.0	100.0
Maritimes	6.7	7.3	7.0	7.6
Quebec	16.5	17.2	18.7	19.5
Ontario	49.4	50.2	45.8	46.7
Manitoba and Saskatchewan	10.5	10.0	10.7	10.0
Alberta	8.0	7.5	8.5	7.9
British Columbia	8.9	7.8	9.3	8.3

Table 11(a).--Financing of Motor Vehicles Sales in Canada, by Provinces and Months,
1936 and 1937 - CANADA

Month	Number of Vehicles			Amount of Financing		
	1936	1937	% change, 1937/1936	1936	1937	% change, 1937/1936
				\$	\$	

New Vehicles

Totals	42,863	56,247	+ 31.2	29,887,861	40,664,675	+ 36.1
January	1,524	2,709	+ 77.8	1,054,002	1,865,784	+ 77.0
February	1,555	2,756	+ 77.2	1,102,521	1,950,724	+ 76.9
March	3,172	4,789	+ 51.0	2,192,004	3,323,023	+ 51.6
April	6,331	7,257	+ 14.6	4,267,363	5,021,353	+ 17.7
May	7,270	8,175	+ 12.4	4,960,491	5,810,739	+ 17.1
June	5,615	7,929	+ 41.2	3,980,528	5,743,656	+ 44.4
July	4,293	5,951	+ 38.6	3,074,640	4,375,854	+ 42.3
August	3,087	4,372	+ 41.6	2,216,705	3,187,305	+ 43.8
September	2,672	3,193	+ 19.6	1,922,520	2,436,106	+ 26.7
October	2,097	2,734	+ 30.4	1,543,324	2,060,611	+ 33.5
November	2,015	3,117	+ 54.7	1,459,643	2,378,587	+ 63.0
December	3,232	3,262	+ 0.9	2,114,120	2,507,933	+ 18.6

Used Vehicles

Totals	94,651	121,651	+ 28.5	24,971,951	35,185,498	+ 40.9
January	3,521	4,901	+ 39.2	1,016,336	1,432,212	+ 40.9
February	3,434	5,789	+ 68.6	960,796	1,647,923	+ 71.5
March	6,484	9,229	+ 42.3	1,770,044	2,632,994	+ 48.8
April	10,825	14,125	+ 30.5	2,897,812	4,067,595	+ 40.4
May	13,902	16,655	+ 19.8	3,680,981	4,754,834	+ 29.2
June	13,448	16,405	+ 22.0	3,467,078	4,690,985	+ 35.3
July	10,349	13,626	+ 31.7	2,696,934	3,919,334	+ 45.3
August	8,312	11,113	+ 33.7	2,123,282	3,179,395	+ 49.3
September	7,640	9,280	+ 21.5	1,939,819	2,646,699	+ 36.4
October	6,752	7,757	+ 14.9	1,749,543	2,262,682	+ 29.3
November	4,945	6,989	+ 41.3	1,309,686	2,068,064	+ 57.9
December	5,039	5,782	+ 14.7	1,353,640	1,882,451	+ 39.1

Total - New and Used Vehicles

Totals	137,514	177,898	+ 29.4	54,859,812	75,850,173	+ 38.3
January	5,045	7,610	+ 50.8	2,070,338	3,297,996	+ 59.3
February	4,989	8,545	+ 71.3	2,063,317	3,598,647	+ 74.4
March	9,656	14,018	+ 45.2	3,962,048	5,956,017	+ 50.3
April	17,156	21,382	+ 24.6	7,165,175	9,088,948	+ 26.8
May	21,172	24,830	+ 17.3	8,641,472	10,565,573	+ 22.3
June	19,063	24,334	+ 27.7	7,447,606	10,437,641	+ 40.1
July	14,642	19,577	+ 33.7	5,771,574	8,295,518	+ 43.7
August	11,399	15,485	+ 35.8	4,345,987	6,363,700	+ 46.5
September	10,312	12,476	+ 21.0	3,862,339	5,082,805	+ 31.6
October	8,849	10,491	+ 18.6	3,292,867	4,323,293	+ 31.3
November	6,960	10,103	+ 45.2	2,769,329	4,446,651	+ 60.6
December	8,271	9,044	+ 9.3	3,467,760	4,390,384	+ 26.3

Table 11(b).---Financing of Motor Vehicle Sales in Canada, by Provinces and Months, 1936 and 1937.

MARITIME PROVINCES

Month	Number of Vehicles			Amount of Financing		
	1936	1937	% change, 1937/1936	1936	1937	% change, 1937/1936

\$

\$

New Vehicles

Totals	2,802	3,939	+ 40.6	2,105,928	2,997,928	+ 42.4
January	61	136	+123.0	43,221	98,230	+127.3
February	57	164	+187.7	47,669	121,361	+154.6
March	173	308	+ 78.0	128,223	231,056	+ 80.2
April	513	556	+ 8.4	360,024	418,177	+ 16.2
May	621	711	+ 14.5	430,254	535,150	+ 16.3
June	404	687	+ 70.0	317,713	533,197	+ 67.8
July	306	462	+ 51.0	243,943	362,502	+ 48.6
August	215	329	+ 53.0	160,692	246,982	+ 53.7
September	153	188	+ 22.9	119,070	138,807	+ 16.6
October	93	122	+ 31.2	71,792	94,711	+ 31.9
November	74	109	+ 47.3	52,455	83,197	+ 58.6
December	132	167	+ 26.5	100,872	134,558	+ 33.4

Used Vehicles

Totals	6,350	9,117	+ 43.6	1,732,974	2,742,157	+ 58.2
January	122	204	+ 67.2	38,924	68,096	+ 74.9
February	134	297	+121.6	41,512	93,074	+124.2
March	344	542	+ 57.6	94,721	164,141	+ 73.3
April	706	926	+ 31.2	198,314	284,827	+ 43.6
May	1,044	1,457	+ 39.6	301,719	448,338	+ 48.6
June	941	1,345	+ 42.9	255,326	407,221	+ 59.5
July	763	1,226	+ 60.7	199,101	330,638	+ 81.1
August	650	1,026	+ 57.8	166,468	298,936	+ 79.6
September	550	706	+ 28.4	145,468	195,469	+ 34.4
October	462	577	+ 24.9	117,629	171,714	+ 46.0
November	336	431	+ 28.3	90,256	125,408	+ 38.9
December	298	380	+ 27.5	83,536	124,265	+ 48.8

Total - New and Used Vehicles

Totals	9,152	13,056	+ 42.7	3,838,902	5,740,085	+ 49.5
January	183	340	+ 85.8	82,145	166,326	+102.5
February	191	461	+141.4	89,181	214,435	+140.4
March	517	850	+ 64.4	222,944	395,197	+ 77.3
April	1,219	1,482	+ 21.6	558,338	703,004	+ 25.9
May	1,665	2,168	+ 30.2	761,973	983,488	+ 29.1
June	1,345	2,032	+ 51.1	573,039	940,418	+ 64.1
July	1,069	1,688	+ 57.9	443,044	723,170	+ 63.2
August	865	1,355	+ 56.6	327,160	545,918	+ 66.9
September	703	894	+ 27.2	264,538	334,275	+ 26.4
October	555	699	+ 25.9	189,421	266,425	+ 40.7
November	410	540	+ 31.7	142,711	208,605	+ 46.2
December	430	547	+ 27.2	184,408	258,843	+ 40.4

Table 11(c).--Financing of Motor Vehicle Sales in Canada, by Provinces and Months,
1936 and 1937

QUEBEC

Month	Number of Vehicles			Amount of Financing		
	1936	1937	% change, 1937/1936	1936	1937	% change, 1937/1936

\$

\$

New Vehicles

Totals	8,060	10,835	+ 34.4	6,076,185	8,484,543	+ 39.6
January	159	376	+136.5	117,177	280,367	+139.3
February	213	500	+134.7	155,841	386,594	+148.1
March	682	934	+ 37.0	498,739	691,176	+ 38.6
April	1,756	1,838	+ 4.7	1,275,445	1,348,132	+ 5.7
May	1,458	1,853	+ 27.1	1,105,953	1,440,239	+ 30.2
June	941	1,469	+ 56.1	741,854	1,183,162	+ 59.5
July	717	1,033	+ 44.1	541,436	845,600	+ 56.2
August	497	719	+ 44.7	384,774	561,816	+ 46.0
September	452	587	+ 29.9	346,518	492,261	+ 42.1
October	372	450	+ 21.0	304,448	365,662	+ 20.1
November	324	510	+ 57.4	242,702	423,215	+ 74.4
December	489	566	+ 15.7	331,298	466,319	+ 29.1

Used Vehicles

Totals	14,635	19,770	+ 35.1	4,170,258	6,344,058	+ 52.1
January	353	517	+ 46.5	117,812	174,573	+ 48.2
February	437	788	+ 80.3	147,699	257,506	+ 74.3
March	1,019	1,379	+ 35.3	311,735	452,478	+ 45.1
April	2,239	2,842	+ 26.9	631,786	905,519	+ 36.8
May	2,433	3,159	+ 29.8	685,539	1,000,777	+ 46.0
June	2,116	2,838	+ 34.1	569,911	906,395	+ 59.0
July	1,637	2,357	+ 44.0	450,187	744,236	+ 65.3
August	1,188	1,787	+ 50.4	316,018	551,423	+ 74.5
September	1,041	1,364	+ 31.0	284,271	420,919	+ 48.1
October	937	1,121	+ 19.6	269,972	264,095	+ 34.9
November	637	876	+ 37.5	185,075	288,035	+ 55.6
December	598	742	+ 24.1	170,253	278,102	+ 63.3

Total - New and Used Vehicles

Totals	22,695	30,605	+ 34.9	10,246,443	14,828,601	+ 44.7
January	512	893	+ 74.4	234,989	454,940	+ 93.6
February	650	1,288	+ 98.2	303,540	644,100	+112.2
March	1,701	2,313	+ 36.0	810,474	1,143,654	+ 41.1
April	3,995	4,680	+ 17.1	1,937,231	2,253,651	+ 16.3
May	3,891	5,012	+ 28.8	1,791,492	2,441,016	+ 36.3
June	3,057	4,307	+ 40.9	1,311,765	2,089,557	+ 59.3
July	2,354	3,390	+ 44.0	991,623	1,589,833	+ 60.3
August	1,685	2,506	+ 48.7	700,792	1,113,239	+ 58.9
September	1,493	1,951	+ 30.7	630,789	913,180	+ 44.8
October	1,309	1,571	+ 20.0	574,420	729,757	+ 27.0
November	961	1,383	+ 44.2	427,777	711,250	+ 66.3
December	1,087	1,308	+ 20.3	531,551	744,421	+ 40.0

Table 11(d).--Financing of Motor Vehicle Sales in Canada, by Provinces and Months,
1936 and 1937.

ONTARIO

Month	Number of Vehicles			Amount of Financing		
	1936	1937	% change, 1937/1936	1936	1937	% change, 1937/1936
				\$	\$	

New Vehicles

Totals	19,799	25,796	+ 30.3	13,092,285	18,118,051	+ 38.4
January	881	1,568	+ 78.0	568,902	1,034,079	+ 81.8
February	811	1,512	+ 86.4	547,895	1,024,237	+ 86.9
March	1,521	2,413	+ 58.8	994,047	1,608,635	+ 61.8
April	2,590	2,812	+ 8.6	1,599,033	1,874,737	+ 17.2
May	2,097	2,319	+ 7.2	1,955,514	2,279,029	+ 16.5
June	2,566	3,560	+ 38.7	1,715,533	2,495,479	+ 45.5
July	1,927	2,750	+ 42.7	1,351,159	1,940,181	+ 43.3
August	1,340	1,934	+ 44.3	909,644	1,388,078	+ 52.6
September	1,171	1,290	+ 10.2	819,067	966,742	+ 18.0
October	906	1,271	+ 40.3	659,713	979,135	+ 48.4
November	1,155	1,617	+ 40.0	831,733	1,213,522	+ 45.9
December	1,834	1,747	- 4.7	1,140,045	1,314,197	+ 15.3

Used Vehicles

Totals	48,180	63,470	+ 31.7	12,046,518	17,331,484	+ 43.9
January	2,126	3,278	+ 54.2	583,583	913,339	+ 56.5
February	1,840	3,586	+ 94.9	494,105	977,434	+ 97.8
March	3,501	5,279	+ 50.8	886,332	1,413,212	+ 59.0
April	5,459	6,936	+ 27.1	1,360,005	1,835,130	+ 34.9
May	6,789	8,041	+ 18.4	1,691,144	2,145,224	+ 26.9
June	6,612	8,152	+ 23.3	1,621,903	2,187,417	+ 34.9
July	5,113	6,886	+ 34.7	1,279,742	1,859,297	+ 45.3
August	4,092	5,741	+ 40.3	1,008,067	1,566,556	+ 55.4
September	3,862	4,577	+ 18.5	923,067	1,237,579	+ 34.1
October	3,382	3,899	+ 15.3	815,041	1,074,409	+ 31.8
November	2,606	3,813	+ 46.3	654,297	1,088,306	+ 66.3
December	2,798	3,282	+ 17.3	726,932	1,033,581	+ 42.2

Total - New and Used Vehicles

Totals	67,979	89,263	+ 31.3	25,138,803	35,449,535	+ 41.0
January	3,007	4,846	+ 61.2	1,152,485	1,947,416	+ 69.0
February	2,651	5,098	+ 92.3	1,042,000	2,001,671	+ 92.1
March	5,022	7,695	+ 53.2	1,882,679	3,021,847	+ 60.5
April	8,049	9,748	+ 21.1	2,959,038	3,709,867	+ 25.4
May	9,886	11,360	+ 14.9	3,646,658	4,424,253	+ 21.3
June	9,178	11,712	+ 27.6	3,337,436	4,682,896	+ 40.3
July	7,040	9,636	+ 36.9	2,630,901	3,799,478	+ 44.4
August	5,43	7,675	+ 41.3	1,917,711	2,954,634	+ 54.1
September	5,033	5,867	+ 16.6	1,742,134	2,204,321	+ 26.5
October	4,288	5,170	+ 20.6	1,474,754	2,053,544	+ 39.2
November	3,761	5,432	+ 44.4	1,486,030	2,301,828	+ 54.9
December	4,632	5,029	+ 8.6	1,866,977	2,347,778	+ 25.8

Table 11(e).--Financing of Motor Vehicle Sales in Canada, by Provinces and Months,
1936 and 1937.

MANITOBA AND SASKATCHEWAN

Month	Number of Vehicles			Amount of Financing		
	1936	1937	% change 1937/1936	1936	1937	% change, 1937/1936

\$

\$

New Vehicles

Totals	5,034	6,592	+ 30.9	3,383,960	4,354,316	+ 28.6
January	103	198	+ 92.2	74,933	139,287	+ 85.9
February	120	205	+ 70.8	87,059	138,912	+ 59.6
March	279	438	+ 57.0	193,366	286,691	+ 48.3
April	614	967	+ 57.5	405,420	602,968	+ 48.7
May	1,206	1,141	+ 11.2	675,674	734,657	+ 8.7
June	755	1,026	+ 36.0	515,096	666,756	+ 29.4
July	528	682	+ 29.2	364,016	444,784	+ 22.2
August	460	605	+ 31.5	329,589	409,643	+ 24.3
September	418	427	+ 2.2	271,637	281,336	+ 3.6
October	260	348	+ 33.8	167,286	228,307	+ 36.5
November	180	303	+ 68.3	116,679	224,903	+ 92.8
December	291	251	- 13.7	186,205	196,072	+ 5.3

Used Vehicles

Totals	9,401	11,080	+ 17.9	2,478,736	3,203,110	+ 29.2
January	149	231	+ 55.0	49,903	71,595	+ 43.5
February	200	215	+ 7.5	64,852	65,319	+ 0.7
March	365	544	+ 49.0	111,991	176,309	+ 57.4
April	813	1,333	+ 64.0	219,768	380,105	+ 73.0
May	1,623	1,865	+ 14.9	421,118	525,819	+ 24.9
June	1,305	1,774	+ 10.5	411,196	501,747	+ 22.0
July	1,070	1,172	+ 9.5	272,530	337,942	+ 24.0
August	841	979	+ 16.4	213,234	288,600	+ 35.3
September	1,030	1,070	+ 3.9	256,313	295,352	+ 15.2
October	826	858	+ 3.9	219,253	241,631	+ 10.2
November	500	641	+ 28.2	135,458	190,381	+ 40.5
December	379	398	+ 5.0	103,167	128,310	+ 24.4

Total - New and Used Vehicles

Totals	14,435	17,672	+ 22.4	5,865,746	7,557,426	+ 28.8
January	252	429	+ 70.2	124,836	210,882	+ 68.9
February	320	420	+ 31.3	151,911	204,231	+ 34.4
March	644	982	+ 52.5	305,357	463,000	+ 51.6
April	1,427	2,300	+ 61.2	625,188	983,073	+ 57.2
May	2,649	3,006	+ 13.5	1,096,792	1,260,476	+ 14.9
June	2,360	2,801	+ 18.7	926,292	1,168,503	+ 26.1
July	1,598	1,854	+ 16.0	636,546	782,726	+ 23.0
August	1,301	1,584	+ 21.8	542,823	698,243	+ 28.6
September	1,448	1,497	+ 3.4	527,950	576,688	+ 9.2
October	1,086	1,206	+ 11.0	386,542	569,938	+ 21.6
November	680	944	+ 38.8	252,137	415,284	+ 64.7
December	670	649	- 3.1	289,372	324,382	+ 12.1

Table 11(a).--Financing of Motor Vehicle Sales in Canada, by Provinces and Months,
1936 and 1937.

ALBERTA

Month	Number of Vehicles			Amount of Financing		
	1936	1937	% change, 1937/1936	1936	1937	% change, 1937/1936
				\$	\$	
<u>New Vehicles</u>						
Totals	3,942	5,127	+ 30.1	2,588,893	3,461,133	+ 33.7
January	158	213	+ 34.8	109,093	141,423	+ 29.6
February	155	178	+ 14.8	102,310	127,292	+ 24.4
March	261	347	+ 33.0	172,272	231,677	+ 34.5
April	502	620	+ 23.5	327,744	405,671	+ 23.8
May	665	710	+ 6.8	442,171	470,983	+ 6.5
June	544	691	+ 27.0	355,061	447,715	+ 26.1
July	454	503	+ 10.8	285,446	340,917	+ 19.4
August	267	422	+ 58.1	178,545	286,483	+ 60.5
September	251	417	+ 66.1	169,639	302,607	+ 78.4
October	264	332	+ 25.8	177,541	225,916	+ 27.2
November	141	358	+153.9	98,515	245,421	+149.1
December	280	336	+ 20.0	170,559	235,028	+ 37.8

Used Vehicles

Totals	7,132	8,242	+ 15.6	2,091,584	2,534,588	+ 21.2
January	266	252	- 5.3	87,688	84,730	- 3.4
February	192	254	+ 32.3	61,718	82,948	+ 34.4
March	452	482	+ 6.6	142,123	146,129	+ 2.8
April	727	991	+ 36.3	222,697	309,858	+ 39.1
May	1,010	1,099	+ 8.8	301,027	328,131	+ 9.0
June	1,160	1,084	- 6.6	325,544	324,859	- 0.2
July	850	906	+ 6.6	231,213	274,519	+ 18.7
August	676	708	+ 4.7	199,078	212,147	+ 6.6
September	495	733	+ 48.1	149,615	233,280	+ 55.9
October	516	632	+ 22.5	147,960	191,978	+ 29.7
November	364	659	+ 81.0	105,846	206,749	+ 95.3
December	424	442	+ 4.2	117,075	139,260	+ 18.9

Total - New and Used Vehicles

Totals	11,074	13,369	+ 20.7	4,680,480	5,995,721	+ 28.1
January	424	465	+ 9.7	196,781	226,153	+ 14.9
February	347	432	+ 24.5	164,028	210,240	+ 28.2
March	713	829	+ 16.3	314,395	377,806	+ 20.2
April	1,229	1,611	+ 31.1	550,441	715,529	+ 30.0
May	1,675	1,809	+ 8.0	743,198	799,114	+ 7.5
June	1,704	1,775	+ 4.2	680,605	772,574	+ 13.5
July	1,304	1,409	+ 8.1	516,659	615,436	+ 19.1
August	943	1,130	+ 19.8	377,623	498,630	+ 32.0
September	746	1,150	+ 54.2	319,254	535,887	+ 67.9
October	780	964	+ 23.6	325,501	417,894	+ 28.4
November	505	1,017	+101.4	204,361	452,170	+121.3
December	704	778	+ 10.5	287,634	374,288	+ 30.1

Table 11(g).--Financing of Motor Vehicle Sales in Canada, by Provinces and Months,
1936 and 1937.

BRITISH COLUMBIA

Month	Number of Vehicles			Amount of Financing		
	1936	1937	% change 1937/1936	1936	1937	% change, 1937/1936
				\$	\$	

New Vehicles

Totals	3,226	3,958	+ 22.7	2,637,607	3,248,704	+ 23.2
January	162	218	+ 34.6	140,676	172,398	+ 22.5
February	199	197	- 1.0	161,747	152,328	- 5.8
March	256	346	+ 35.2	205,357	273,788	+ 33.3
April	356	464	+ 30.3	299,697	371,668	+ 24.0
May	403	441	+ 9.4	320,925	350,681	+ 9.3
June	405	495	+ 22.2	335,271	420,347	+ 25.4
July	361	521	+ 44.3	288,640	441,870	+ 53.1
August	308	363	+ 17.9	253,461	294,303	+ 16.1
September	227	287	+ 26.4	196,589	254,353	+ 29.4
October	202	211	+ 4.5	162,544	166,880	+ 2.7
November	141	220	+ 56.0	117,559	188,329	+ 60.2
December	206	195	- 5.3	155,141	161,759	+ 4.3

Used Vehicles

Totals	8,953	9,972	+ 11.4	2,451,831	3,030,101	+ 23.6
January	505	419	- 17.0	138,426	119,879	- 13.4
February	631	649	+ 2.9	150,910	171,642	+ 13.7
March	803	1,003	+ 24.9	220,842	280,725	+ 27.1
April	881	1,097	+ 24.5	235,242	352,156	+ 49.7
May	1,003	1,034	+ 3.1	280,434	306,545	+ 9.3
June	1,014	1,212	+ 19.5	283,198	333,346	+ 28.3
July	916	1,079	+ 17.8	264,161	343,002	+ 29.8
August	835	872	+ 0.8	226,417	261,733	+ 15.6
September	632	830	+ 25.4	181,085	264,100	+ 45.8
October	629	670	+ 6.5	179,685	218,855	+ 21.8
November	502	569	+ 13.3	133,754	169,185	+ 21.9
December	542	538	- 0.7	152,677	178,933	+ 17.2

Total - New and Used Vehicles

Totals	12,179	13,930	+ 14.4	5,089,438	6,278,805	+ 23.4
January	667	637	- 4.5	279,102	292,277	+ 4.7
February	830	846	+ 1.9	312,657	323,970	+ 3.6
March	1,059	1,349	+ 27.4	426,199	554,513	+ 30.1
April	1,237	1,561	+ 26.2	534,939	723,824	+ 35.3
May	1,406	1,475	+ 4.9	601,359	657,226	+ 9.3
June	1,419	1,707	+ 20.3	618,469	783,693	+ 26.7
July	1,277	1,600	+ 25.3	552,801	784,872	+ 41.0
August	1,173	1,235	+ 5.3	479,878	556,036	+ 15.9
September	889	1,117	+ 25.6	377,674	518,453	+ 37.3
October	831	881	+ 6.0	342,229	385,735	+ 12.7
November	643	789	+ 22.7	253,313	357,514	+ 39.5
December	748	733	- 2.0	307,818	340,692	+ 10.7

Table 12.--Comparison of Sales and Financing of Sales of New Motor Vehicles
in Canada, 1936 - 1937

Year	Sales of New Vehicles		Financing of New Vehicles Sales			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
1932	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933	45,332	45,450,230	15,880	35.0	10,030,368	22.1
1934	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936	113,314	117,582,796	42,863	37.8	29,387,861	25.4
1937	144,441	149,170,527	56,247	38.9	40,664,675	27.3

Table 13.--Comparison of Sales and Financing of Sales of New Motor Vehicles
in Canada, by Provinces, 1937

Province	Sales of New Vehicles		Financing of New Vehicle Sales			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
CANADA, Total ..	144,441	149,170,527	56,247	38.9	40,664,675	27.3
Maritimes ..	12,965	13,000,656	3,939	30.4	2,997,928	23.1
Quebec	29,432	31,081,200	10,835	36.8	8,484,543	27.3
Ontario	66,703	68,931,205	25,796	38.7	18,118,051	26.3
Manitoba ..) Saskatchewan)	15,563	15,599,869	6,592	42.4	4,354,316	27.9
Alberta	8,944	9,063,605	5,127	57.3	3,461,133	38.2
British Columbia ..	10,834	11,493,992	3,958	36.5	3,248,704	28.3

List of Manufacturers Reporting New Motor Vehicle Sales in Canada.

<u>Name of Company</u>	<u>Address</u>
1. The Austin Motor Co., Ltd.,	Birmingham, England
2. Chrysler Corporation of Canada Ltd.,	Windsor, Ont.
3. Diamond T Motor Car Company,	Chicago, Ill.
4. Federal Motor Truck Co.,	Detroit, Mich.
5. Ford Motor Co. of Canada Ltd.,	Windsor, Ont.
6. General Motors Products of Canada Ltd.,	Oshawa, Ont.
7. Graham-Paige Motors (Canada) Ltd.,	Detroit, Mich.
8. Hayes Manufacturing Co., Ltd.,	Vancouver, B. C.
9. Hudson Motors of Canada Ltd.,	Tilbury, Ont.
10. Hupp Motor Car Corporation of Canada Ltd.,	Windsor, Ont.
11. International Harvester Co. of Canada Ltd.,	Hamilton, Ont.
12. Leyland Motors Limited,	Toronto, Ont.
13. The Nash Motors Company,	Kenosha, Wisconsin
14. Packard Motor Car Co. of Canada Ltd.,	Windsor, Ont.
15. Reo Motor Car Company,	Lansing, Mich.
16. Stewart Motor Corporation,	Buffalo, N. Y.
17. The Studebaker Corporation,	South Bend, Indiana
18. Stutz Motor Car Co. of America, Inc.,	Indianapolis, Indiana
19. The White Co., Ltd.,	Montreal, Que.
20. Willys Export Corporation,	Toledo, Ohio.

List of Companies Reporting Financing of Motor Vehicle Sales in Canada

<u>Name of Company</u>	<u>Address</u>	
1. Allan, Killam & McKay Ltd.,	364 Main St.,	Winnipeg, Man.
2. Associated Finance Co.,	447-9 Talbot Street	London, Ont.
3. Automobile Finance Ltd.,	Imperial Bank Bldg.,	Saskatoon, Sask.
4. Black & Armstrong, Ltd.,	200 Toronto General Trusts Bldg.,	Winnipeg, Man.
5. Breen Motor Co., Ltd.,	Main Street,	Winnipeg, Man.
6. British Canadian Finance Ltd.,	315 - 6th St. S.,	Lethbridge, Alta.
7. Canada Finance Corporation, Ltd.	304 Grain Exchange Bldg.,	Calgary, Alta.
8. Canadian Acceptance Corporation Ltd.,	Metropolitan Bldg.,	Toronto, Ont.
9. Canadian Fire Insurance Co.,	333 Main St.,	Winnipeg, Man.
10. Canadian Indemnity Co.,	333 Main St.,	Winnipeg, Man.
11. Capital Finance Corporation Ltd.,	10158 Jasper Ave.,	Edmonton, Alta.
12. Capital Finance & Realty Co. Ltd.,	122 Adelaide St. E.,	Toronto, Ont.
13. Carnegie Finance & Investment Co. Ltd.,	609 Paris Bldg.,	Winnipeg, Man.
14. Century Finance Corporation Ltd.,	86 Adelaide St. E.,	Toronto 2, Ont.
15. Colonial Finance Corporation Ltd.,	21 Dundas Square,	Toronto, Ont.
16. Commercial Credit Corporation of Canada Ltd.,	614 Metropolitan Bldg.,	Toronto, Ont.
17. Commercial Securities Corporation, Ltd.,	362 Main Street,	Winnipeg, Man.
18. Consolidated Motors Ltd.,	235 Main St.,	Winnipeg, Man.
19. Danforth Finance Co.,	898 Danforth Ave.,	Toronto, Ont.
20. Economy Finance Corporation, Ltd.,	331 Bay Street,	Toronto, Ont.
21. Edmonton Credit Co., Ltd.,	10019-101A Ave.,	Edmonton, Alta.
22. Garry Finance Corporation Ltd.,	511 Paris Building,	Winnipeg, Man.
23. Gelin Brothers,	626 W. Pender St.,	Vancouver, B. C.
24. General Motors Acceptance Corporation,	Church & Richmond Sts.,	Toronto, Ont.
25. General Securities Ltd.,	510-744 Hastings St. W.,	Vancouver, B. C.
26. Globe Mortgage & Loan Co., Ltd.,	460 Main Street,	Winnipeg, Man.
27. Industrial Acceptance Corporation Ltd.,	1440 Sun Life Bldg.,	Montreal, Que.
28. Inter-Provincial Financiers Ltd.,	553 Granville St.,	Vancouver, B. C.
29. Island Finances Ltd.,	1112 Broad St.,	Victoria, B. C.
30. Maritime Finance Ltd.,	452 Barrington St.,	Halifax, N. S.
31. Monarch Finance & Investments, Ltd.,	814 Canada Building,	Saskatoon, Sask.
32. Monk Investment Co., Ltd.,	1225-6 Vancouver Block,	Vancouver, B. C.
33. Motor Finance Co. Ltd.,	290 Garry St.,	Winnipeg, Man.
34. Motor Securities Co. Ltd.,	650 Burrard St.,	Vancouver, B. C.
35. Mutual Acceptance Corporation Ltd.,	321 - 7th Ave. W.,	Calgary, Alta.
36. National Loan & Acceptance Co., Ltd.,	404 - 1411 Crescent,	Montreal, Que.
37. Niagara Finance Co. Ltd.,	36 Niagara St.,	Welland, Ont.
38. North West Mortgage Finance Co. Ltd.,	411 Paris Bldg.,	Winnipeg, Man.
39. Prudential Finance Corporation Ltd.,	109 King St.,	London, Ont.
40. Rithet Consolidated, Ltd.,	1117 Wharf St.,	Victoria, B. C.
41. Sterling Finance Corporation Ltd.,	430 Tegler Bldg.,	Edmonton, Alta.
42. Sterling Securities Corporation Ltd.,	1795 Rose St.,	Regina, Sask.
43. Toole, Peet & Co. Ltd.,	809 - 2nd Street W.,	Calgary, Alta.
44. Traders Finance Corporation Ltd.,	320 Bay Street,	Toronto, Ont.
45. Wellington Acceptance Corporation Ltd.,	20 Douglas St.,	Guelph, Ont.
46. Western Finance Company,	713 Columbia Street,	New Westminster, B. C.
47. Winnipeg Finance & Investment Co.,	364 Main Street,	Winnipeg, Man.
48. Winram Securities Limited,	553 Granville St.,	Vancouver, B. C.

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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

SALES OF MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

IN

CANADA

1938



OTTAWA
1939

Price 25 cents

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SALES AND FINANCING OF MOTOR VEHICLES IN CANADA, 1938

Introduction

For several years the Internal Trade Branch of the Dominion Bureau of Statistics has published two series of monthly reports relating to the sale and financing of motor vehicles in Canada. One series shows the number and retail value of new motor vehicles sold each month, making a distinction between sales of new passenger cars and commercial vehicles. The second series covers the number of motor vehicle sales financed by the various finance companies and the corresponding amount of financing. Separate figures are available for the financing of new and used vehicles but no distinction is made between passenger and commercial models. This report summarizes the results of both series for 1938 together with comparative figures for earlier years and brings together in more permanent form the information contained in the monthly bulletins.

Statistics of motor vehicle sales are secured monthly from companies which manufacture or assemble motor vehicles in Canada and from manufacturers in the United States and Great Britain of vehicles made for sale in Canada. In 1938 monthly returns were received from 19 companies, which are listed in the appendix to this report. It is believed that the coverage of sales in this field is very complete. The retail value reported is the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Freight charges from factory to place of purchase are excluded. Duty is included in the retail value of imported vehicles.

Statistics of financing are compiled from returns from all large finance companies in Canada which are engaged in purchasing accounts, contracts or notes arising out of retail sales of motor vehicles. The reporting companies give separate data for the financing of new and used vehicles but make no distinction as between passenger and commercial models. Statistics of refinancing are not included in the figures published. Original financing only is included. Data on financing were secured from 57 financing companies in 1938. The names of these companies are listed in the appendix to this report.

Summary

New Motor Vehicle Sales

Although the decline in motor vehicle retailing which commenced in the latter part of 1937 was continued throughout the major portion of 1938, with sales for the first nine months of the year standing 20 per cent below the corresponding earlier period, gains recorded in the last quarter of the year under review served

to offset part of this unfavourable comparison with the result that annual sales for 1938 in point of view of number of units sold stand 16 per cent below the 1937 level. There were 121,165 new motor vehicles sold for \$135,011,908 in 1938 compared with 144,441 units which retailed for \$149,170,527 in 1937. Although the decline in number and volume of sales from 1937 was substantial, nevertheless the automotive trade was maintained at a high level compared with earlier years. The number of new motor vehicles sold in 1938 was 7 per cent greater than the number retailed in 1936; it was 19 per cent greater than the number sold in 1935 and it was slightly more than two and one-half times the number sold in the mid-depression year of 1933.

Reductions below 1937 were similar for passenger and commercial vehicles. There were 95,751 new passenger cars retailed for \$105,006,462 in 1938, down 16.2 per cent in number and 10.2 per cent in value from the 114,275 units which sold for \$116,886,334 in 1937. Truck and bus sales for 1938 numbered 25,414 and were valued at \$30,005,446, down 15.8 per cent in number and 7.1 per cent in value from the 30,166 units which retailed for \$32,284,193 in the preceding year.

Apart from irregularities caused by strike conditions in the automotive industry in the spring of 1937, the trend of motor vehicle retailing during the first eight months of 1938 was maintained at a level parallel with and 20 per cent below that of the corresponding period of the previous year. Sales of new motor vehicles, including both passenger and commercial vehicles, ranged from 20 to 25 per cent lower in the first three months of 1938 than 1937. Sales in April, 1938, were only 1 per cent lower than in the same month of 1937; May sales were down by 15 per cent while the numbers of units sold in June and July were approximately 35 per cent below the corresponding periods of 1937. The practically unchanged condition from 1937 in April, the less than average decline in May and the larger reductions in June and July are reflections of the strike conditions in the spring of 1937 with consequent transference of a certain amount of April and May business to the summer months that year. Total sales for the four months, April - July, inclusive stand 20 per cent lower in 1938 than in 1937, while August sales were down by 21 per cent. September saw a reduction in the spread to 7 per cent while earlier than usual introduction of new models in the fall was effective in producing increases during the last three months of 1938 compared with 1937. October sales were up by 11 per cent; November was up 6 per cent and December, 2 per cent.

While annual percentage changes from 1937 were similar for passenger and commercial vehicles, nevertheless monthly trends for the two series took somewhat different courses. Sales of commercial models were maintained somewhat better during the first nine months of 1938 than were sales of passenger cars. Commercial models declined 14 per cent in the first nine months of 1938 compared with 1937, while passenger car sales were down by 22 per cent in the same comparison. But the improvement in the last quarter of the year was confined to passenger models only; while sales of these models averaged 14 per cent greater in the last quarter of 1938 compared with 1937, commercial vehicle sales fell off by 25 per cent.

The trend in motor vehicle retailing in 1938 was not uniform for all provinces. Alberta was the only province to register an increase in new passenger cars, sales of new models gaining 11 per cent from 1937. All other provinces reported decreases, percentage declines in 1938 from the preceding year being as follows: Manitoba, 10 per cent; Ontario, 14 per cent; Quebec, 20 per cent; Maritime Provinces, 23 per cent; and British Columbia, 25 per cent. Improved crops in the Prairie Provinces were more effective in stimulating the market for new commercial models. Sales of trucks and buses in Saskatchewan were up 43 per cent from 1937, while the increase in Alberta was only slightly less at 40 per cent. Manitoba sales were practically unchanged while all other provinces reported declines: 20 per cent in Ontario, 27 per cent in Quebec, 33 per cent in the Maritime Provinces, and 34 per cent in British

Columbia.

Motor Vehicle Financing

The trend in motor vehicle financing almost parallels that in sales. Nevertheless there is a tendency for financing to fluctuate between wider limits than the sales, to fall off more rapidly than sales during a period of contraction and to expand at a more rapid rate during a period of general business prosperity.

There were 45,267 new motor vehicles whose purchases were financed through the facilities of the finance companies in 1938 and the total amount of financing was \$33,701,624, down 19.5 per cent in number and 17.1 per cent in amount from the 56,247 new vehicles whose purchases were financed for \$40,664,675 in 1937. The somewhat greater decline in financing than in sales is reflected in a slight diminution of the proportion of total new motor vehicles whose purchases were financed. In 1937 almost 39 out of every 100 new vehicle purchases were financed by finance companies. In 1938 the ratio had declined to 37.4 per cent about on a par with the 37.8 per cent recorded for 1936.

The proportion of new vehicle purchases financed by finance companies varies considerably for different regions of the country, being lowest in the Maritime Provinces and highest in the Prairie Provinces. Ratios of financing to sales for the various regions of the country for 1938 with figures for 1937 in brackets are as follows: Maritime Provinces, 30.0 per cent (30.4 per cent); Ontario, 34.0 per cent (38.7 per cent); British Columbia, 35.4 per cent (36.5 per cent); Quebec, 37.3 per cent (36.8 per cent); Manitoba and Saskatchewan, 48.3 per cent (42.4 per cent); Alberta, 49.7 per cent (57.3 per cent.)

The proportion of new vehicle sales financed by finance companies also follows a fairly definite seasonal pattern. Reference to Table 12, where figures for 1938 are given, shows that the ratio of financing to sales is lowest at about 30 per cent for the winter and early spring months, that it then gradually increases during the summer months reaching a maximum of about 50 per cent in September, after which there is a falling off once more. The same general seasonal movement can be discerned in results for all provinces and is probably a reflection of variations in the types of customer met in different seasons of the year. The trade-in situation is also a factor which may have some bearing on the changing ratio of financing to sales.

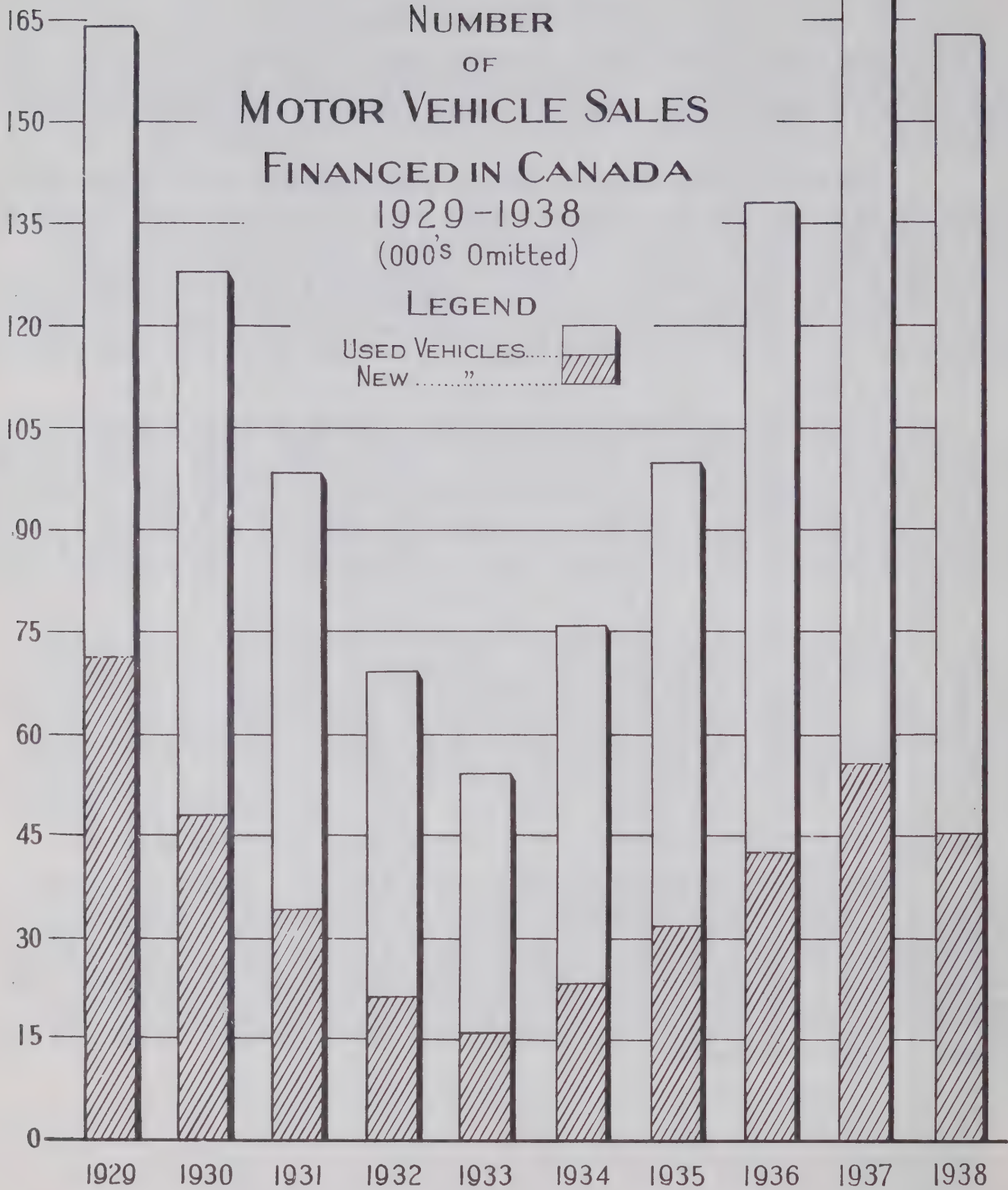
Financing is also important in the used car trade. There were 117,436 used motor vehicles whose purchases were financed for \$35,984,229 in 1938, down 3.5 per cent in number but up 2.3 per cent in amount of financing from the 121,651 used units which were financed for \$35,185,498 in 1937. The total number of used vehicles sold is known only for 1937 as the result of a special survey of the automotive trade based on returns secured direct from the retail dealers and distributors. In that year there were 271,162 used vehicles sold of which 121,651 or almost 45 per cent were financed by finance companies.

NUMBER
OF
MOTOR VEHICLE SALES
FINANCED IN CANADA
1929-1938
(000's Omitted)

LEGEND

USED VEHICLES.....

NEW

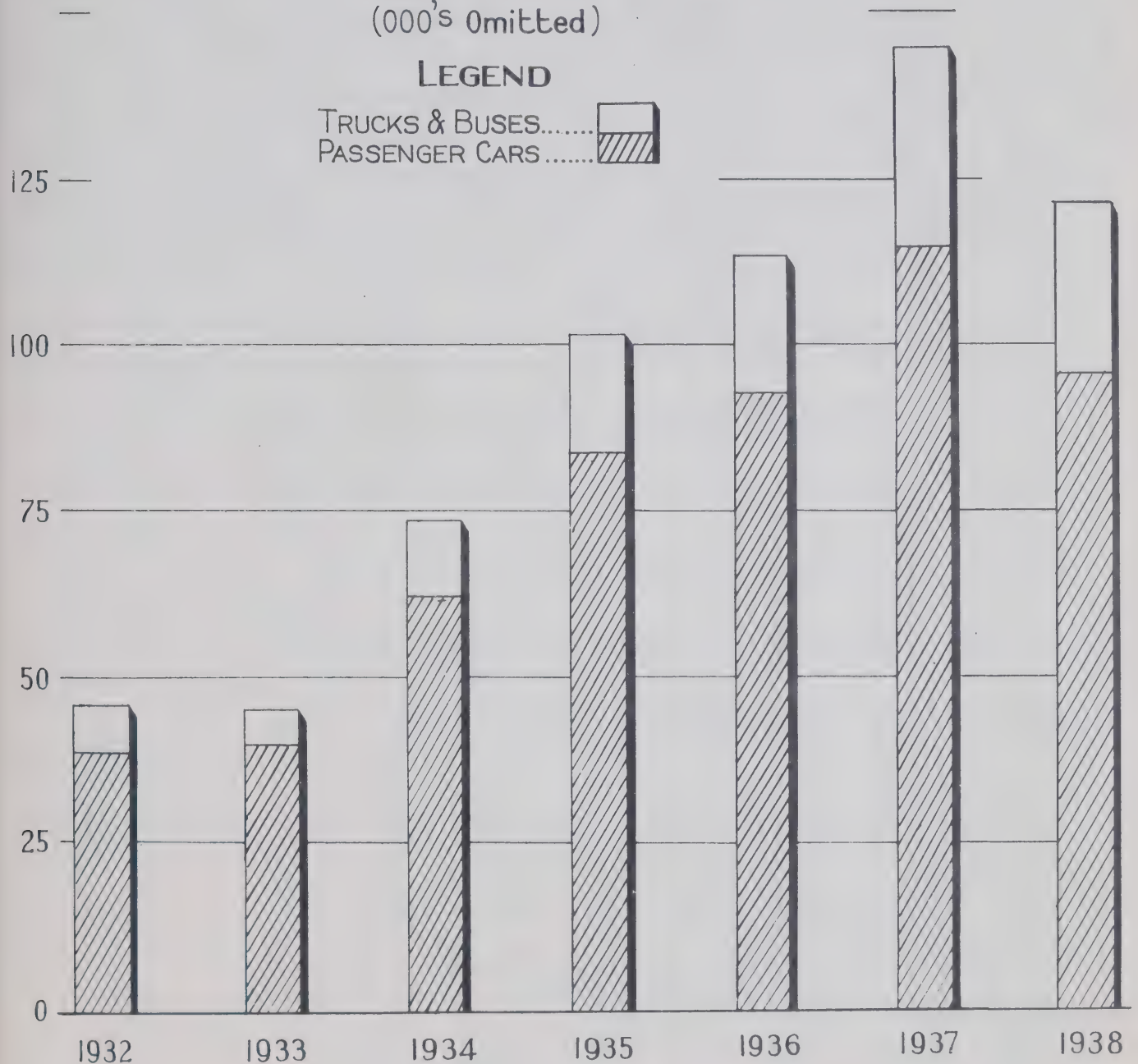


NUMBER
OF
NEW MOTOR VEHICLES
SOLD IN CANADA
1932-1938

(000's omitted)

LEGEND

TRUCKS & BUSES.....
PASSENGER CARS.....



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Table 1.--Summary of New Motor Vehicle Sales in Canada, by Years, 1932 - 1938.

Year	Total Vehicles			Passenger Cars			Trucks and Buses			
	Retail Value		Average per Vehicle	Number	Retail Value		Average per Vehicle	Number	Retail Value	
	Number	Total			Total	Average per Vehicle			Total	Average per Vehicle
1932	Number or Amount Per cent.	45,870 100.0	\$45,260,742 100.0	\$ 987	38,621 84.2	\$38,919,015 86.0	\$1,008	7,249 15.8	\$ 6,341,727 14.0	\$ 875
1933	Number or Amount Per cent.	45,332 100.0	\$45,450,230 100.0	\$1,003	39,568 87.3	\$39,692,630 87.3	\$1,003	5,764 12.7	\$ 5,757,600 12.7	\$ 999
1934	Number or Amount Per cent.	73,358 100.0	\$75,785,461 100.0	\$1,033	61,503 83.8	\$63,566,402 83.9	\$1,034	11,855 16.2	\$12,219,059 16.1	\$1,031
1935	Number or Amount Per cent.	101,461 100.0	\$101,742,449 100.0	\$1,003	83,242 82.0	\$83,429,114 82.0	\$1,002	18,219 18.0	\$18,313,335 18.0	\$1,005
1936	Number or Amount Per cent.	113,314 100.0	\$117,582,796 100.0	\$1,038	92,287 81.4	\$95,403,199 81.1	\$1,034	21,027 18.6	\$22,179,597 18.9	\$1,055
1937	Number or Amount Per cent.	144,441 100.0	\$149,170,527 100.0	\$1,033	114,275 79.1	\$116,886,334 78.4	\$1,023	30,166 20.9	\$32,284,193 21.6	\$1,070
1938	Number or Amount Per cent.	121,165 100.0	\$135,011,908 100.0	\$1,114	95,751 79.0	\$105,006,462 77.8	\$1,097	25,414 21.0	\$30,005,446 22.2	\$1,181

Table 2.—Summary of New Motor Vehicle Sales, by Provinces, 1938.

Province	Total Vehicles			Passenger Cars			Trucks and Buses		
	Number	Retail Value		Number	Retail Value		Number	Retail Value	
		Total	Average per Vehicle		Total	Average per Vehicle		Total	Average per Vehicle
Maritime Provinces, Number or Amount .. Per cent.	9,586 100.0	\$10,335,871 100.0	\$1,078	7,076 73.8	\$ 7,600,737 73.5	\$1,074	2,510 26.2	\$ 2,735,134 26.5	\$1,090
Quebec, Number or Amount .. Per cent.	23,072 100.0	\$26,674,204 100.0	\$1,156	18,147 78.7	\$20,678,379 77.5	\$1,139	4,925 21.3	\$ 5,995,825 22.5	\$1,217
Ontario, Number or Amount .. Per cent.	56,524 100.0	\$63,063,368 100.0	\$1,116	47,514 84.1	\$52,050,180 82.5	\$1,095	9,010 15.9	\$11,013,188 17.5	\$1,222
Manitoba, Number or Amount .. Per cent.	7,792 100.0	\$ 8,431,385 100.0	\$1,082	5,575 71.5	\$ 6,008,260 71.3	\$1,078	2,217 28.5	\$ 2,423,125 28.7	\$1,093
Saskatchewan, Number or Amount .. Per cent.	5,750 100.0	\$ 6,125,415 100.0	\$1,065	3,753 65.3	\$ 3,965,847 64.7	\$1,057	1,997 34.7	\$ 2,159,568 35.3	\$1,081
Alberta, Number or Amount .. Per cent.	10,535 100.0	\$11,489,388 100.0	\$1,091	7,543 71.6	\$ 8,069,625 70.2	\$1,070	2,992 28.4	\$ 3,419,763 29.8	\$1,143
British Columbia, Number or Amount .. Per cent.	7,906 100.0	\$ 8,892,277 100.0	\$1,125	6,143 77.7	\$ 6,633,434 74.6	\$1,080	1,763 22.3	\$ 2,258,843 25.4	\$1,281

Table 3.—New Motor Vehicle Sales, by Provinces, 1937 and 1938.

Province	Number of Vehicles			Retail Value		
	1937	1938	% Change, 1938/1937	1937	1938	% Change, 1938/1937

Passenger Cars

				\$	\$	
CANADA	114,275	95,751	- 16.2	116,886,334	105,006,462	- 10.2
Maritimes	9,208	7,076	- 23.2	9,235,713	7,600,737	- 17.7
Quebec	22,658	18,147	- 19.9	23,721,143	20,678,379	- 12.8
Ontario	55,504	47,514	- 14.4	56,914,116	52,050,180	- 8.5
Manitoba	6,219	5,575	- 10.4	6,275,284	6,008,260	- 4.3
Saskatchewan ...	5,704	3,753	- 34.2	5,651,996	3,965,247	- 29.8
Alberta	6,811	7,543	+ 10.7	6,861,696	8,069,625	+ 17.6
British Columbia	8,171	6,143	- 24.8	8,226,386	6,633,434	- 19.4

Trucks and Buses

				\$	\$	
CANADA	30,163	25,414	- 15.8	32,284,193	30,005,446	- 7.1
Maritimes	3,757	2,510	- 33.2	3,764,943	2,735,134	- 27.4
Quebec	6,774	4,925	- 27.3	7,360,057	5,995,825	- 18.5
Ontario	11,199	9,010	- 19.5	12,017,089	11,013,188	- 8.4
Manitoba	2,243	2,217	- 1.2	2,311,460	2,423,125	+ 4.8
Saskatchewan ...	1,397	1,997	+ 42.9	1,361,129	2,159,568	+ 58.7
Alberta	2,133	2,992	+ 40.3	2,201,909	3,419,763	+ 55.3
British Columbia	2,663	1,763	- 33.8	3,267,606	2,258,843	- 30.9

Total Vehicles

				\$	\$	
CANADA	144,441	121,165	- 16.1	149,170,527	135,011,908	- 9.5
Maritimes	12,965	9,586	- 26.1	13,000,656	10,335,871	- 20.5
Quebec	29,432	23,072	- 21.6	31,081,200	26,674,204	- 14.2
Ontario	66,703	56,524	- 15.3	68,931,205	63,063,368	- 8.5
Manitoba	8,462	7,792	- 7.9	8,586,744	8,431,385	- 1.8
Saskatchewan ...	7,101	5,750	- 19.0	7,013,125	6,125,415	- 12.7
Alberta	8,944	10,535	+ 17.8	9,063,605	11,489,388	+ 26.8
British Columbia	10,834	7,906	- 27.0	11,493,992	8,892,277	- 22.6

Table 4.—Percentage Distribution of New Motor Vehicle Sales
by Provinces, 1936, 1937 and 1938.

Province	Number of Vehicles			Retail Value		
	1936	1937	1938	1936	1937	1938

Passenger Cars

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	7.2	8.1	7.4	7.1	7.9	7.2
Quebec	19.6	19.8	19.0	20.1	20.3	19.7
Ontario	50.3	48.5	49.6	50.4	48.7	49.6
Manitoba	4.7	5.4	5.8	4.6	5.4	5.7
Saskatchewan	4.5	5.0	3.9	4.3	4.8	3.8
Alberta	5.9	6.0	7.9	5.7	5.9	7.7
British Columbia	7.8	7.2	6.4	7.8	7.0	6.3

Trucks and Buses

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	12.3	12.5	9.9	12.0	11.7	9.1
Quebec	18.4	22.5	19.4	19.7	22.8	20.0
Ontario	39.4	37.1	35.4	39.1	37.2	36.7
Manitoba	7.1	7.4	8.7	6.5	7.2	8.1
Saskatchewan	5.3	4.6	7.9	4.8	4.2	7.2
Alberta	8.0	7.1	11.8	7.5	6.8	11.4
British Columbia	9.5	8.8	6.9	10.4	10.1	7.5

Total Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	8.2	9.0	7.9	8.0	8.7	7.7
Quebec	19.4	20.4	19.1	20.0	20.8	19.8
Ontario	48.2	46.2	46.7	48.3	46.2	46.7
Manitoba	5.1	5.8	6.4	4.9	5.8	6.2
Saskatchewan	4.7	4.9	4.7	4.4	4.7	4.5
Alberta	6.3	6.2	8.7	6.1	6.1	8.5
British Columbia	8.1	7.5	6.5	8.3	7.7	6.6

Table 5.—New Motor Vehicle Sales in Canada,
by Months, 1937 and 1938

Month	Number			Retail Value		
	1937	1938	% Change, 1938/1937	1937	1938	% Change, 1938/1937
				\$	\$	
<u>Passenger Cars</u>						
Totals	114,275	95,751	- 16.2	116,886,334	105,006,462	- 10.2
January	7,228	5,373	- 25.7	7,363,444	5,915,543	- 19.7
February	7,327	5,582	- 23.8	7,318,731	6,143,591	- 16.1
March	13,636	9,845	- 27.8	13,841,826	10,791,638	- 22.0
April	17,147	16,772	- 2.2	17,213,209	18,487,466	+ 7.4
May	16,944	14,056	- 17.0	17,097,352	15,393,765	- 10.0
June	14,380	9,197	- 36.0	14,402,071	10,060,410	- 30.1
July	9,459	6,187	- 34.6	9,463,005	6,702,267	- 29.2
August	6,344	4,591	- 27.6	6,595,751	4,962,613	- 24.8
September	3,923	3,831	- 2.3	4,134,100	4,217,617	+ 2.0
October	4,356	5,392	+ 23.8	4,730,961	5,824,172	+ 23.1
November	6,851	7,583	+ 10.7	7,516,255	8,385,923	+ 11.6
December	6,680	7,342	+ 9.9	7,209,629	8,121,457	+ 12.6

Trucks and Buses

Totals	30,166	25,414	- 15.8	32,284,193	30,005,443	- 7.1
January	1,429	1,459	+ 2.1	1,482,590	1,772,160	+ 19.5
February	1,875	1,479	- 21.1	1,915,342	1,695,283	- 11.5
March	2,843	2,476	- 12.9	2,881,519	2,712,406	- 5.9
April	3,873	3,962	+ 2.3	3,899,506	4,535,486	+ 16.3
May	4,099	3,808	- 7.1	4,356,090	4,483,217	+ 2.9
June	3,617	2,386	- 34.0	3,842,926	2,881,795	- 25.0
July	3,067	2,067	- 32.6	3,347,849	2,500,424	- 25.3
August	2,730	2,613	- 4.3	2,926,082	3,055,407	+ 4.4
September	2,229	1,879	- 15.7	2,504,529	2,346,589	- 6.3
October	1,491	1,124	- 24.6	1,821,300	1,337,311	- 26.6
November	1,301	1,050	- 19.3	1,472,915	1,331,583	- 9.6
December	1,612	1,111	- 31.1	1,833,545	1,353,785	- 26.2

Total Vehicles

Totals	144,441	121,165	- 16.1	149,170,527	135,011,908	- 9.5
January	8,657	6,832	- 21.1	8,846,034	7,687,703	- 13.1
February	9,202	7,061	- 23.3	9,234,073	7,838,874	- 15.1
March	16,479	12,321	- 25.2	16,723,345	13,504,044	- 19.3
April	21,020	20,734	- 1.4	21,112,715	23,022,952	+ 9.0
May	21,043	17,864	- 15.1	21,453,442	19,876,982	- 7.3
June	17,997	11,583	- 35.6	18,244,997	12,942,205	- 29.1
July	12,526	8,254	- 34.1	12,810,854	9,202,691	- 28.2
August	9,074	7,204	- 20.6	9,521,833	8,018,020	- 15.8
September	6,152	5,710	- 7.2	6,638,629	6,564,206	- 1.1
October	5,847	6,516	+ 11.4	6,552,261	7,161,483	+ 9.3
November	8,152	8,633	+ 5.9	8,989,170	9,717,506	+ 8.1
December	8,292	8,453	+ 1.9	9,043,174	9,475,242	+ 4.8

Table 6. New Motor Vehicle Sales, by Provinces and Months, 1938.

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
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Passenger Cars

Total	95,751	7,076	18,147	47,514	5,575	3,753	7,543	6,143
January	5,373	296	722	3,206	213	39	409	488
February	5,582	333	1,029	3,010	193	51	407	559
March	9,845	690	2,099	4,847	552	201	738	718
April	16,772	1,531	3,750	7,661	1,179	645	1,194	812
May	14,056	1,392	3,124	6,312	1,066	622	921	619
June	9,197	795	1,694	4,401	610	533	664	500
July	6,187	468	1,091	2,805	456	424	490	433
August	4,591	393	815	2,096	299	312	286	390
September	3,831	278	615	1,834	233	233	423	215
October	5,392	299	843	2,744	272	290	632	312
November	7,583	339	1,339	4,406	246	218	639	396
December	7,342	262	1,026	4,192	256	185	740	681

Trucks and Buses

Total	25,414	2,510	4,925	9,010	2,217	1,997	2,992	1,763
January	1,459	142	241	736	90	13	125	112
February	1,479	151	285	672	85	9	114	163
March	2,476	304	533	961	175	41	236	223
April	3,962	481	873	1,451	370	151	339	297
May	3,808	545	1,075	1,171	330	194	274	219
June	2,786	301	547	812	192	176	213	145
July	2,067	161	295	649	280	339	213	130
August	2,613	113	281	547	352	598	572	150
September	1,879	96	204	590	136	289	450	114
October	1,124	80	202	369	111	97	188	77
November	1,050	64	193	477	64	51	129	72
December	1,111	72	193	575	32	39	139	61

Table 3.--New Motor Vehicle Sales, by Provinces and Months, 1938--(Concl.)

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total Vehicles								
Total	121,165	9,586	23,072	56,524	7,792	5,750	10,535	7,906
January	6,832	438	963	3,942	303	52	534	600
February	7,061	484	1,314	3,682	278	60	521	722
March	12,321	994	2,635	5,808	727	242	974	941
April	20,734	2,012	4,623	9,112	1,549	796	1,523	1,109
May	17,864	1,937	4,199	7,483	1,396	816	1,195	838
June	11,583	1,096	2,241	5,213	802	709	877	645
July	8,254	629	1,386	3,454	733	763	703	583
August	7,204	503	1,096	2,643	651	910	858	540
September	5,710	374	819	2,424	369	522	873	329
October	6,516	379	1,045	3,113	383	387	820	389
November	8,633	403	1,532	4,883	310	269	768	468
December	8,453	334	1,219	4,767	288	224	879	742

Table 7.—Summary of Motor Vehicle Financing in Canada, by Years, 1930—1938

Year	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number Financed	Amount of Financing Total	Average per Vehicle	Number Financed	Amount of Financing Total	Average per Vehicle	Number Financed	Amount of Financing Total	Average per Vehicle
1930	Number or Amount .. Per cent. 128,314 100.0	\$32,978,174 100.0	\$491 —	47,961 37.4	\$28,610,751 45.4	\$597 —	80,353 62.6	\$34,367,443 54.6	\$428 —
1931	Number or Amount .. Per cent. 98,623 100.0	\$41,941,254 100.0	\$425 —	33,988 34.5	\$20,869,547 49.8	\$614 —	64,635 65.5	\$21,071,707 50.2	\$326 —
1932	Number or Amount .. Per cent. 69,291 100.0	\$25,854,873 100.0	\$375 —	21,293 30.7	\$12,741,179 49.3	\$598 —	47,998 69.3	\$13,123,694 50.7	\$273 —
1933	Number or Amount .. Per cent. 54,238 100.0	\$20,158,788 100.0	\$372 —	15,880 29.3	\$10,030,368 49.8	\$632 —	38,358 70.7	\$10,128,420 50.2	\$264 —
1934	Number or Amount .. Per cent. 76,170 100.0	\$30,091,463 100.0	\$395 —	23,264 30.5	\$16,364,735 54.4	\$703 —	52,906 69.5	\$13,726,728 45.6	\$259 —
1935	Number or Amount .. Per cent. 100,178 100.0	\$40,251,521 100.0	\$402 —	31,950 31.9	\$22,410,656 55.7	\$701 —	68,228 68.1	\$17,840,865 44.3	\$261 —
1936	Number or Amount .. Per cent. 137,514 100.0	\$54,859,812 100.0	\$399 —	42,863 31.2	\$29,887,861 54.5	\$697 —	94,651 68.8	\$24,971,951 45.5	\$264 —
1937	Number or Amount .. Per cent. 177,898 100.0	\$75,850,173 100.0	\$426 —	56,247 31.6	\$40,664,675 53.6	\$723 —	121,651 68.4	\$35,185,498 46.4	\$289 —
1938	Number or Amount .. Per cent. 162,703 100.0	\$59,635,853 100.0	\$428 —	45,267 27.8	\$33,701,624 48.4	\$745 —	117,436 72.2	\$35,984,229 48.4	\$306 —

Table 8.--Summary of Motor Vehicle Financing, by Provinces, 1938

Province	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Amount of Financing		Average per Vehicle	Number Financed	Amount of Financing		Number Financed	Amount of Financing	
	Number Financed	Total			Total	Average per Vehicle		Total	Average per Vehicle
CANADA, Number or Amount Per cent . .	162,703 100.0	\$69,685,853 100.0	\$428 -	45,267 27.8	\$33,701,624 48.4	\$745 -	117,436 72.2	\$35,984,229 51.6	\$306 -
Maritimes, Number or Amount . . Per cent . .	10,992 100.0	\$4,774,593 100.0	\$434 -	2,878 26.2	\$2,257,791 47.3	\$785 -	8,114 73.8	\$2,516,802 52.7	\$310 -
Quebec, Number or Amount Per cent . .	26,746 100.0	\$13,062,568 100.0	\$488 -	8,610 32.2	\$6,893,325 52.8	\$801 -	18,136 67.8	\$6,169,243 47.2	\$340 -
Ontario, Number or Amount Per cent . .	77,047 100.0	\$30,361,661 100.0	\$394 -	19,209 24.9	\$13,856,890 45.6	\$721 -	57,838 75.1	\$16,504,771 54.4	\$285 -
Manitoba & Saskatchewan, Number or Amount Per cent . .	19,699 100.0	\$8,713,212 100.0	\$442 -	6,542 33.2	\$4,583,776 52.6	\$701 -	13,157 66.8	\$4,129,436 47.4	\$314 -
Alberta, Number or Amount Per cent . .	15,161 100.0	\$7,026,041 100.0	\$463 -	5,232 34.5	\$3,773,625 53.7	\$721 -	9,929 65.5	\$3,252,416 46.3	\$328 -
British Columbia, Number or Amount Per cent . .	13,058 100.0	\$5,747,778 100.0	\$440 -	2,796 21.4	\$2,336,217 40.6	\$836 -	10,262 78.6	\$3,411,561 59.4	\$332 -

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Table 9.—Motor Vehicle Financing, by Provinces, 1937 and 1938.

Province	Number of Vehicles			Amount of Financing		
	1937	1938	% Change, 1938/1937	1937	1938	% Change, 1938/1937
				\$	\$	

New Vehicles

CANADA	56,247	45,267	- 19.5	40,664,675	33,701,624	- 17.1
Maritimes	3,939	2,878	- 26.9	2,997,928	2,257,791	- 24.7
Quebec	10,835	8,610	- 20.5	8,484,543	6,893,325	- 18.8
Ontario	25,796	19,209	- 25.5	18,118,051	13,856,890	- 23.5
Manitoba and Saskatchewan ...	6,592	6,542	- 0.8	4,354,316	4,583,776	+ 5.3
Alberta	5,127	5,232	+ 2.0	3,461,133	3,773,625	+ 9.0
British Columbia .	3,958	2,796	- 29.4	3,248,704	2,336,217	- 28.1

Used Vehicles

CANADA	121,651	117,436	- 3.5	35,185,498	35,984,229	+ 2.3
Maritimes	9,117	8,114	- 11.0	2,742,157	2,516,802	- 8.2
Quebec	19,770	18,136	- 8.3	6,344,058	6,169,243	- 2.8
Ontario	63,470	57,838	- 8.9	17,331,484	16,504,771	- 4.8
Manitoba and Saskatchewan ...	11,080	13,157	+ 18.7	3,203,110	4,129,436	+ 28.9
Alberta	8,242	9,929	+ 20.5	2,534,588	3,252,416	+ 28.3
British Columbia .	9,972	10,262	+ 2.9	3,030,101	3,411,561	+ 12.6

Total - New and Used Vehicles

CANADA	177,898	162,703	- 8.5	75,850,173	69,685,853	- 8.1
Maritimes	13,056	10,992	- 15.8	5,740,085	4,774,593	- 16.8
Quebec	30,605	26,746	- 12.6	14,828,601	13,062,568	- 11.9
Ontario	89,266	77,047	- 13.7	35,449,535	30,361,661	- 14.4
Manitoba and Saskatchewan ...	17,672	19,699	+ 11.5	7,557,426	8,713,212	+ 15.3
Alberta	13,369	15,161	+ 13.4	5,995,721	7,026,041	+ 17.2
British Columbia .	13,930	13,058	- 6.3	6,278,805	5,747,778	- 8.5

Table 10.--Percentage Distribution of Motor Vehicle Financing,
by Provinces, 1936, 1937 and 1938.

Province	Number of Vehicles			Amount of Financing		
	1936	1937	1938	1936	1937	1938

New Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	6.5	7.0	6.4	7.1	7.4	6.7
Quebec	18.8	19.3	19.0	20.3	20.9	20.5
Ontario	46.2	45.9	42.4	43.8	44.5	41.1
Manitoba and Saskatchewan	11.8	11.7	14.4	11.3	10.7	13.6
Alberta	9.2	9.1	11.6	8.7	8.5	11.2
British Columbia	7.5	7.0	6.2	8.8	8.0	6.9

Used Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	6.7	7.5	6.9	6.9	7.8	7.0
Quebec	15.5	16.2	15.4	16.7	18.0	17.1
Ontario	50.9	52.2	49.3	48.3	49.3	45.9
Manitoba and Saskatchewan	9.9	9.1	11.2	9.9	9.1	11.5
Alberta	7.5	6.8	8.5	8.4	7.2	9.0
British Columbia	9.5	8.2	8.7	9.8	8.6	9.5

Total - New and Used Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	6.7	7.3	6.8	7.0	7.6	6.9
Quebec	16.5	17.2	16.4	18.7	19.5	18.7
Ontario	49.4	50.2	47.4	45.8	46.7	43.6
Manitoba and Saskatchewan	10.5	10.0	12.1	10.7	10.0	12.5
Alberta	8.0	7.5	9.3	8.5	7.9	10.1
British Columbia	8.9	7.8	8.0	9.3	8.3	8.2

Table 11.--Motor Vehicle Financing in Canada, by Months, 1937 and 1938.

Month	Number of Vehicles			Amount of Financing		
	1937	1938	% Change, 1938/1937	1937	1938	% Change, 1938/1937
				\$	\$	
New Vehicles						
Totals	56,247	45,267	- 19.5	40,664,675	33,701,624	- 17.1
January	2,709	2,265	- 16.4	1,865,784	1,740,832	- 6.7
February	2,756	2,304	- 16.4	1,950,724	1,741,945	- 10.7
March	4,789	3,568	- 25.5	3,323,023	2,594,953	- 21.9
April	7,257	6,809	- 6.2	5,021,353	5,012,238	- 0.2
May	8,175	7,024	- 14.1	5,810,739	5,318,246	- 8.5
June	7,929	5,050	- 36.3	5,746,656	3,817,376	- 33.6
July	5,951	3,605	- 39.4	4,375,854	2,719,524	- 37.9
August	4,372	3,219	- 26.4	3,187,305	2,501,978	- 21.5
September	3,196	2,978	- 6.8	2,436,106	2,228,910	- 8.5
October	2,734	2,921	+ 6.8	2,060,611	2,035,587	- 1.2
November	3,117	2,674	- 14.2	2,378,587	1,940,071	- 18.4
December	3,262	2,850	- 12.6	2,507,933	2,049,964	- 18.3
Used Vehicles						
Totals	121,651	117,436	- 3.5	35,185,498	35,984,229	+ 2.3
January	4,901	4,461	- 9.0	1,432,212	1,464,853	+ 2.3
February	5,789	5,811	+ 0.4	1,647,923	1,817,042	+ 10.3
March	9,229	9,007	- 2.4	2,632,994	2,746,365	+ 4.3
April	14,125	14,101	- 0.2	4,067,595	4,390,244	+ 7.9
May	16,655	15,616	- 6.2	4,754,834	4,829,349	+ 1.6
June	16,405	14,575	- 11.2	4,690,985	4,465,952	- 5.0
July	13,626	12,599	- 7.5	3,919,664	3,748,860	- 4.4
August	11,113	10,719	- 3.5	3,179,395	3,231,692	+ 1.6
September	9,280	8,885	- 4.3	2,646,699	2,660,351	+ 0.5
October	7,757	8,472	+ 9.2	2,262,682	2,549,356	+ 12.7
November	6,989	7,130	+ 2.0	2,068,064	2,178,540	+ 5.3
December	5,782	6,060	+ 4.8	1,882,451	1,911,625	+ 1.5
Total - New and Used Vehicles						
Totals	177,898	162,703	- 8.5	75,850,173	69,685,853	- 8.1
January	7,610	6,726	- 11.6	3,297,996	3,205,685	- 2.8
February	8,545	8,115	- 5.0	3,598,647	3,558,987	- 1.1
March	14,018	12,575	- 10.3	5,956,017	5,341,318	- 10.3
April	21,382	20,910	- 2.2	9,088,948	9,402,482	+ 3.4
May	24,830	22,640	- 8.8	10,565,573	10,147,595	- 4.0
June	24,334	19,625	- 19.4	10,437,641	8,273,328	- 20.7
July	19,577	16,204	- 17.2	8,295,518	6,468,384	- 22.0
August	15,485	13,938	- 10.0	6,366,700	5,733,670	- 9.9
September	12,476	11,863	- 4.9	5,082,805	4,889,261	- 3.8
October	10,491	11,393	+ 8.6	4,323,293	4,584,943	+ 6.1
November	10,106	9,804	- 3.0	4,446,651	4,118,611	- 7.4
December	9,044	8,910	- 1.5	4,390,384	3,961,589	- 9.8

Table 12.—Sales and Financing of New Motor Vehicles Compared,
by Provinces and Months, 1938

Month	CANADA			Maritime Provinces			Quebec			Ontario		
	Sold Number	Financed		Sold Number	Financed		Sold Number	Financed		Sold Number	Financed	
		Number	% of Number Sold		Number	% of Number Sold		Number	% of Number Sold		Number	% of Number Sold
Totals	121,165	45,267	37.4	9,586	2,878	30.0	23,072	8,610	37.3	56,524	19,209	34.0
January	6,832	2,265	33.2	438	133	30.4	963	284	29.5	3,942	1,218	30.9
February	7,061	2,304	32.6	484	134	27.7	1,314	381	29.0	3,682	1,170	31.8
March	12,321	3,568	29.0	994	194	19.5	2,635	682	25.9	5,808	1,622	27.9
April	20,734	6,809	32.8	2,012	464	23.1	4,523	2,007	43.4	9,112	2,551	28.0
May	17,864	7,024	39.3	1,937	587	30.3	4,199	1,613	38.4	7,483	2,952	39.4
June	11,583	5,050	43.6	1,096	413	37.7	2,241	901	40.2	5,213	2,090	40.1
July	8,254	3,605	43.7	629	234	37.2	1,386	597	43.1	3,454	1,486	43.0
August	7,204	3,219	44.7	506	181	35.8	1,096	462	42.2	2,643	1,158	43.8
September	5,710	2,978	52.2	374	160	42.8	819	398	48.6	2,424	1,093	45.1
October	6,516	2,921	44.8	379	156	41.2	1,045	400	38.3	3,113	1,142	36.7
November	8,633	2,674	31.0	403	109	27.0	1,532	452	29.5	4,883	1,293	26.5
December	8,453	2,850	33.7	334	113	33.8	1,219	433	35.5	4,767	1,434	30.1
Month	Man. and Sask.			Alberta			British Columbia					
	Sold Number	Financed		Sold Number	Financed		Sold Number	Financed		Sold Number	Financed	
		Number	% of Number Sold		Number	% of Number Sold		Number	% of Number Sold		Number	% of Number Sold
Totals	13,542	6,542	48.3	5,232	49.7	7,906	2,796	35.4				
January	355	174	49.0	534	258	48.3	600	198	33.0			
February	338	187	55.3	521	203	39.0	722	229	31.7			
March	969	415	42.8	974	369	37.9	941	286	30.4			
April	2,345	915	39.0	1,533	596	38.9	1,109	276	24.9			
May	2,212	923	41.7	1,195	623	52.1	838	326	38.9			
June	1,511	806	53.3	877	550	62.7	645	290	45.0			
July	1,499	648	43.2	703	385	54.8	583	255	43.7			
August	1,561	785	50.3	858	420	49.0	540	213	39.4			
September	891	619	69.5	873	522	59.8	329	186	56.5			
October	770	473	61.4	820	551	67.2	389	199	51.2			
November	579	327	56.5	768	352	45.8	468	141	30.1			
December	512	270	52.7	879	403	45.8	742	197	26.5			

Table 13. Sales and Financing of Sales of New Motor Vehicles
in Canada Compared--1932 - 1938.

Year	Sales of New Vehicles		Financing of Sales of New Motor Vehicles			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
1932	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933	45,332	45,450,230	15,880	35.0	10,030,368	22.1
1934	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936	113,314	117,582,796	42,863	37.8	29,887,861	25.4
1937	144,441	149,170,527	56,247	38.9	40,664,675	27.3
1938	121,165	135,011,908	45,267	37.4	33,701,624	25.0

Table 14. Sales and Financing of Sales of New Motor Vehicles
Compared by Provinces, 1938.

Province	Sales of New Vehicles		Financing of Sales of New Motor Vehicles			
	Number of Vehicles	Retail Value	Number of Vehicles	Per cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
CANADA, Total ..	121,165	135,011,908	45,267	37.4	33,701,624	25.0
Maritimes .	9,586	10,335,871	2,878	30.0	2,257,791	21.8
Quebec	23,072	26,674,204	8,610	37.3	6,893,325	25.8
Ontario ...	56,524	63,063,368	19,209	34.0	13,856,890	22.0
Manitoba ..)	13,542	14,556,800	6,542	48.3	4,583,776	31.5
Saskatchewan)						
Alberta	10,535	11,489,388	5,232	49.7	3,773,625	32.8
British Columbia..	7,906	8,892,277	2,796	35.4	2,336,217	26.3

List of Manufacturers Reporting New Motor Vehicle Sales in Canada.

<u>Name of Company</u>	<u>Address</u>
1. The Austin Motor Co., Ltd.,	Birmingham, England
2. Chrysler Corporation of Canada Limited	Windsor, Ont.
3. Diamond T Motor Car Company	Chicago, Ill.
4. Federal Motor Truck Company	Detroit, Mich.
5. Ford Motor Company of Canada Limited	Windsor, Ont.
6. General Motors Products of Canada Limited	Oshawa, Ont.
7. Graham Paige Motors (Canada) Limited	Detroit, Mich.
8. Hayes Manufacturing Company Limited	Vancouver, B. C.
9. Hudson Motors of Canada Limited	Tilbury, Ont.
10. Hupp Motor Car Corporation of Canada Limited	Windsor, Ont.
11. International Harvester Company of Canada Limited	Hamilton, Ont.
12. Leyland Motors Limited	Toronto, Ont.
13. The Nash Motors Company	Kenosha, Wisconsin
14. Packard Motor Car Company of Canada Limited	Windsor, Ont.
15. Reo Motor Car Company	Lansing, Michigan
16. Stewart Motor Corporation	Buffalo, N.Y.
17. The Studebaker Corporation	South Bend, Indiana
18. The White Company Limited	Montreal, Que.
19. Willys Export Corporation	Toledo, Ohio

List of Companies Reporting Financing of Motor Vehicle Sales in Canada

<u>Name of Company</u>	<u>Address</u>	
1. Allan, Killam & McKay Ltd.,	364 Main St.,	Winnipeg, Man.
2. Alliance Finance Company, Ltd.,	37 Bloor St., W.,	Toronto, Ont.
3. Associated Finance Co.,	447-9 Talbot St.,	London, Ont.
4. Atlas Finance Co., Ltd.	771 Dunsmuir St.,	Vancouver, B.C.
5. Automobile Finance, Ltd.,	Imperial Bank Bldg.,	Saskatoon, Sask.
6. Black & Armstrong, Ltd.	200 Toronto General Trusts Bldg.,	Winnipeg, Man.
7. The Breen Motor Co., Ltd.	Main St.,	Winnipeg, Man.
8. British Canadian Finance Ltd.,	Herald Bldg.,	Lethbridge, Alta.
9. Canada Finance Corp'n., Ltd.,	304 Grain Exchange Bldg.	Calgary, Alta.
10. Canada Loan Company	707 Confederation Life Bldg.,	Winnipeg, Man.
11. Canadian Acceptance Corp., Ltd.	44 Victoria St.,	Toronto, Ont.
12. The Canadian Fire Insurance Co.,	333 Main St.,	Winnipeg, Man.
13. Canadian Indemnity Co.,	333 Main St.,	Winnipeg, Man.
14. Capital Finance Corp., Ltd.,	10158 Jasper Ave.,	Edmonton, Alta.
15. The Capital Finance & Realty Co., Ltd.,	122 Adelaide St., E.,	Toronto, Ont.
16. Carnegie Finance & Investment Co., Ltd.,	609 Paris Bldg.,	Winnipeg, Man.
17. Century Finance Corp., Ltd.,	Merchants Fire Bldg.,	Toronto 2, Ont.
18. Colonial Finance Corp., Ltd.,	21 Dundas Square,	Toronto, Ont.
19. Commercial Credit Corp., of Canada, Ltd.,	614 Metropolitan Bldg.,	Toronto, Ont.
20. Commercial Securities Corp'n., Ltd.	362 Main Street,	Winnipeg, Man.
21. Consolidated Motors, Ltd.,	229-235 Main St.,	Winnipeg, Man.
22. Coupland & Co., Ltd.,	696 Queen St., E.,	Toronto, Ont.
23. Danforth Finance Co.,	898 Danforth Ave.,	Toronto, Ont.
24. Economy Finance Corporation, Ltd.,	331 Bay St.,	Toronto, Ont.
25. Edmonton Credit Co., Ltd.,	Edmonton Credit Bldg.,	Edmonton, Alta.
26. Evans, H.M.E., & Co., Ltd.,	C. P. R. Building,	Edmonton, Alta.
27. Garry Finance Corporation, Ltd.	511 Paris Bldg.,	Winnipeg, Man.
28. Gelin Bros.,	626 W. Pender St.,	Vancouver, B.C.
29. General Motors Acceptance Corp.,		Oshawa, Ont.
30. General Securities Ltd.,	510-744 Hastings St., W.,	Vancouver, B.C.
31. Huggard & Co., Ltd.	1 Somerset Bldg.,	Winnipeg, Man.
32. Industrial Acceptance Corp., Ltd.,	1440 Sun Life Bldg.,	Montreal, Que.
33. Insurance & Discount Corp'n., Ltd.,	139 Church St.,	Toronto, Ont.
34. Interior Motor Finance Corp'n., Ltd.,	554 Ward St.,	Nelson, B. C.
35. Inter-Provincial Financiers Ltd.,	553 Granville St.,	Vancouver, B.C.
36. Island Finances Ltd.,	1112 Broad St.,	Victoria, B.C.
37. Jas. A. MacKinnon, Ltd.,	Bank of Toronto Bldg.,	Edmonton, Alta.
38. Maritime Finance, Ltd.,	452 Barrington St.,	Halifax, N. S.
39. Monarch Finance & Investments, Ltd.,	814 Canada Bldg.,	Saskatoon, Sask.
40. Motor Finance Co., Ltd.,	290 Garry St.,	Winnipeg, Man.
41. Motor Securities Co., Ltd.,	650 Burrard St.,	Vancouver, B.C.
42. Mutual Acceptance Corp., Ltd.,	321-7th Ave., W.,	Calgary, Alta.
43. National Loan & Acceptance Co., Ltd.,	1411 Grescent,	Montreal, Que.
44. Niagara Finance Co., Ltd.,	36 Niagara St.,	Welland, Ont.
45. North West Mortgage Finance Co., Ltd.,	411 Paris Bldg.,	Winnipeg, Man.
46. Prudential Finance Corp., Ltd.,	109 King St.,	London, Ont.
47. Rithet Consolidated Limited	1117 Wharf St.,	Victoria, B.C.
48. Staebler, H. L., Co., Ltd.,	144 King St., W.,	Kitchener, Ont.
49. Standard Finance Corp., Ltd.,	200 Sterling Securities Bldg.,	Winnipeg, Man.

List of Companies Reporting Financing of Motor Vehicle Sales in Canada--(Cont'd.)

<u>Name of Company</u>	<u>Address</u>
50. Sterling Finance Corporation,	430 Tegler Bldg., Edmonton, Alta.
51. Sterling Securities Corp., Ltd.,	Rose St., & 11th Ave., Regina, Sask.
52. Toole, Peet & Co., Ltd.,	809 - 2nd St. W., Calgary, Alta.
53. Traders Finance Corp., Ltd.,	320 Canada Permanent Bldg., Toronto 2, Ont.
54. The Wellington Acceptance Corp., Ltd.	20 Douglas St., Guelph, Ont.
55. Western Finance Co.,	713 Columbia St., New Westminster, B. C.
56. Winnipeg Finance & Investment Co.,	364 Main Street, Winnipeg, Man.
57. Winram Securities Ltd.,	553 Granville St., Vancouver, B.C.

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DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

SALES OF MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

IN

CANADA

1939



OTTAWA
1940

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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SALES AND FINANCING OF MOTOR VEHICLES IN CANADA, 1939

Introduction

For several years the Internal Trade Branch of the Dominion Bureau of Statistics has published two series of monthly reports relating to the sale and financing of motor vehicles in Canada. One series shows the number and retail value of new motor vehicles sold each month, making a distinction between sales of new passenger cars and commercial vehicles. The second series covers the number of motor vehicle sales financed by the various finance companies and the corresponding amount of financing. Separate figures are available for the financing of new and used vehicles but no distinction is made between passenger and commercial models. This report summarizes the results of both series for 1939 together with comparative figures for earlier years and brings together in more permanent form the information contained in the monthly bulletins.

Statistics of motor vehicle sales are secured monthly from companies which manufacture or assemble motor vehicles in Canada and from manufacturers in the United States and Great Britain of vehicles made for sale in Canada. In 1939 monthly returns were received from 18 companies, which are listed in the appendix to this report. It is believed that the coverage of sales in this field is very complete. The retail value reported is the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Freight charges from factory to place of purchase are excluded. Duty is included in the retail value of imported vehicles.

Statistics of financing are compiled from returns from all large finance companies in Canada which are engaged in purchasing accounts, contracts or notes arising out of retail sales of motor vehicles. The reporting companies give separate data for the financing of new and used vehicles but make no distinction as between passenger and commercial models. Statistics of refinancing are not included in the figures published. Original financing only is included. Data on financing were secured from 66 financing companies in 1939. The names of these companies are listed in the appendix to this report.

Summary

New Motor Vehicle Sales

There were 114,747 new motor vehicles sold at retail for \$125,967,521 in Canada last year, down 5.3 per cent in number and 6.7 per cent in value from the 121,165 units which sold for \$135,011,908 in 1938. The 5.3 per cent decline from 1938 compares with the more pronounced reduction of 16.1 per cent which was recorded

in the comparison of 1938 with the peak year 1937 and represents the net resultant of diverse influences affecting the automotive trade in 1939. Included in the totals for last year are 90,054 new passenger models which retailed for \$97,131,128, down 5.9 per cent in number and 7.5 per cent in value from the 95,751 units which sold for \$105,006,462 in 1938. The annual trend for commercial vehicles was only slightly different from that for passenger models. There were 24,693 new commercial vehicles sold for \$28,336,393 last year, down 2.8 per cent and 3.9 per cent in number and value from 1938.

Complete statistics of used motor vehicle sales are available only for 1937 as the result of a special survey which was conducted for that year.⁽¹⁾ Returns from a large sample of retail firms giving comparative figures for 1938 and 1939 indicate that there were slightly more used vehicles sold last year than in the preceding twelve-month period. An increase of approximately 2 per cent was registered by the firms reporting.

Changing seasonal pattern in the motor trade during recent years, due at least in part to the earlier introduction of new models, renders it difficult to make valid comparisons of sales for corresponding months of consecutive years. Evidence of this shift in seasonal distribution of business is to be found in the increasing proportion of annual sales now transacted in the last four months of the year. Prior to 1935, when new models were first introduced in the fall, available records indicate that only some 14 per cent of total annual purchases of new passenger cars were made in the months from September to December. During 1935, 1936 and 1937 this proportion increased to 20 per cent; in 1938 it was 25 per cent and 1939 witnessed a continuation of the same trend with a ratio of 29 per cent.

Comparison of monthly figures for 1939 and 1938 reveal varying trends for each of three four-month periods. Following an apparent improvement in the latter part of 1938, but which may have been only a reflection of the changing seasonal pattern previously mentioned, motor vehicle retailing fell off in the early part of 1939, with total sales for the first four months standing 17 per cent below the corresponding period in 1938. Considerable improvement was noted in the following three months, aggregate sales for May, June and July standing only 3 per cent below 1938. But hesitancy to take on financial commitments due to the international tension together with the tendency to postpone purchases awaiting the introduction of new models is reflected in results for August when total sales dropped to a level 14 per cent below that of August, 1938.

Results for the last four months of the year must be interpreted in the light of the war conditions prevailing, the still earlier introduction of new models than in previous years and with consideration for the great increase in farm purchasing power consequent upon improved crops and higher prices for farm products. Following some dislocation in business in the days immediately following the outbreak of the war, purchasing of new motor vehicles moved sharply upward with September sales for passenger and commercial vehicles together standing 18.3 per cent above September, 1938. Some purchases were undoubtedly made in anticipation of price increases to which all indications pointed. Just to what extent this factor was instrumental in increasing September sales it is impossible to say. This marked expansion in September was modified by a return to more normal buying in the following months with the result that total sales of new passenger and commercial vehicles for the last four months of the year stood 11.6 per cent above the corresponding period of 1938.

(1) Motor Vehicle Retailing in Canada, 1937. Available at the Dominion Bureau of Statistics, Ottawa. Price, 25 cents.

Trends for passenger and commercial vehicles were somewhat similar in pattern during the first part of the year but differed in the magnitude of the changes recorded. Passenger car sales were 16.0 per cent lower for the first four months of 1939 compared with the preceding year while commercial vehicles were down by 18.6 per cent in the same comparison. During May, June and July sales of both passenger and commercial vehicles were maintained only slightly below the level of the corresponding period in 1938. But August brought a difference in trend with passenger models declining 20.0 per cent while prospects of better crops in the West held the decline in commercial vehicles to only 4.6 per cent.

September sales of passenger models were up 29.2 per cent above September, 1938 and, although the following months witnessed a return to more normal conditions sales of passenger models for the last four months of the year averaged 7.9 per cent above 1938.

Trends in commercial vehicle purchases in the latter part of the year reflect the improvement in purchasing power in the Western Provinces. Gains over 1938 became more impressive as the end of the year approached, sales for November and December standing 52.5 per cent and 83.6 per cent respectively over the corresponding months of 1938. Sales for the four-month period were 29.1 per cent higher in 1939 than in the preceding year.

When results for the various regions of the country are compared the most outstanding feature is the marked increase recorded in Saskatchewan, the total number of new vehicles sold in this province in 1939 standing 55.5 per cent above 1938. Sales in British Columbia were practically unchanged while other regions reported decreases of 2.3 per cent for the Maritime Provinces and Alberta, 7.6 per cent for Quebec, 11.2 per cent for Ontario, and 13.1 per cent for Manitoba.

Motor Vehicle Financing

Financing of new motor vehicle purchases by finance companies declined in 1939 from the preceding year to a greater extent than did the purchases themselves. Declines from 1938 in the early part of the year were more substantial, the narrowing of the spread in the summer months was less marked than in the case of purchases and, although improvement was evident at the end of the year, in no month did financing reach the level of the corresponding period of 1938. There were 37,320 new vehicles whose purchases were financed to the extent of \$27,852,627 in 1939, down 17.6 per cent in number and 17.4 per cent in amount from the preceding year.

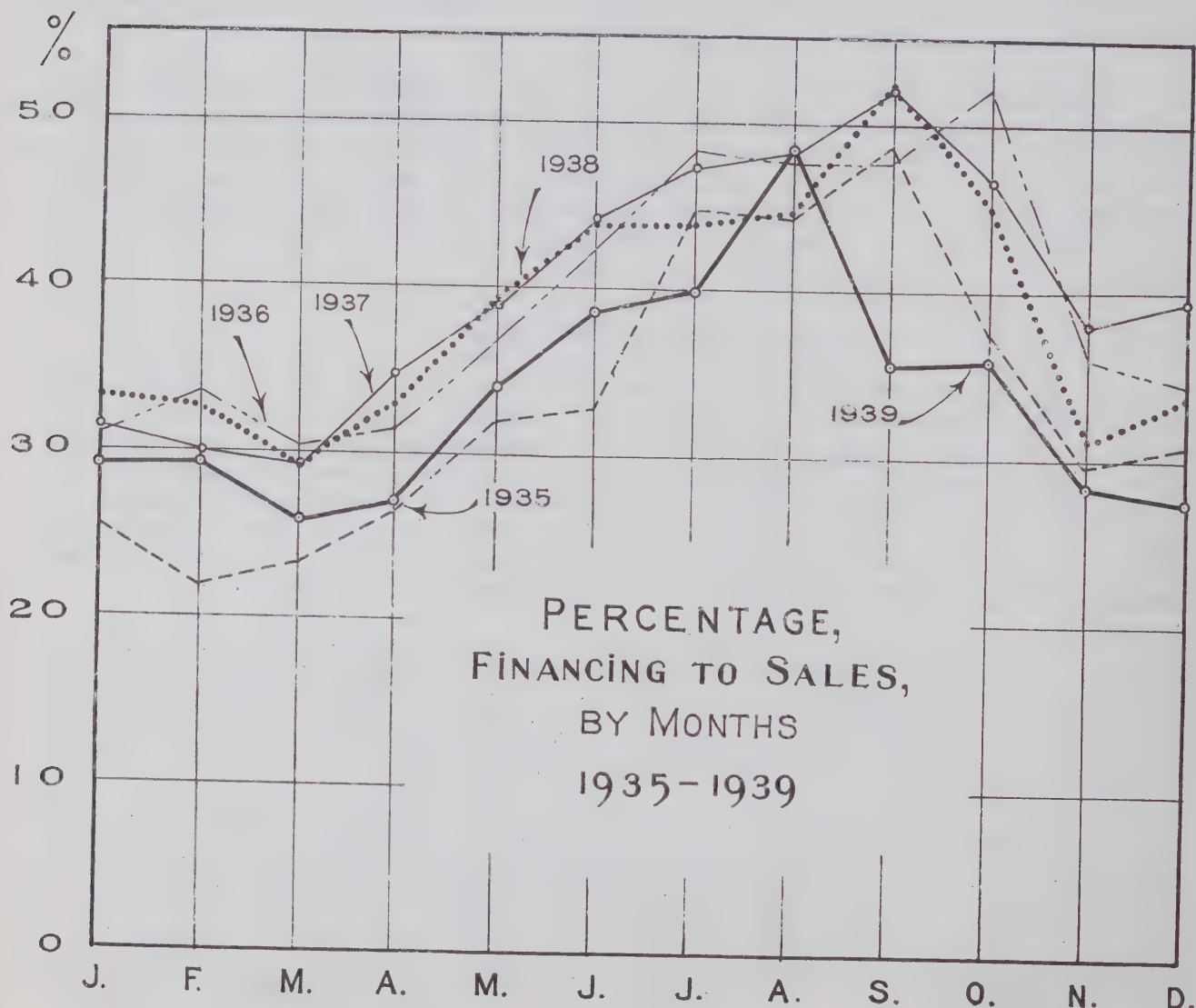
The greater decline in financing than in purchases reflects a diminution in the proportion of new vehicles whose purchases were financed by finance companies. In 1939 about 33 out of every 100 purchases of new vehicles were financed by finance companies. The ratio was considerably higher for earlier years standing at 37 per cent for 1938, 39 per cent for 1937 and 38 per cent for 1936.

The proportion of new vehicle sales financed by finance companies follows a fairly definite seasonal pattern. Reference to Table 12 and to the accompanying chart shows that the ratio of financing to sales is lowest in the late autumn and winter months and that it then gradually increases throughout the spring and summer reaching a peak in September. Marked deviation from the usual seasonal pattern is noted in September, 1939, when an 18.3 per cent increase in purchases over September 1938 was accompanied by a 19.2 per cent decrease in financing resulting in a pronounced diminution in the proportion of financing to sales. Reason for the diverse

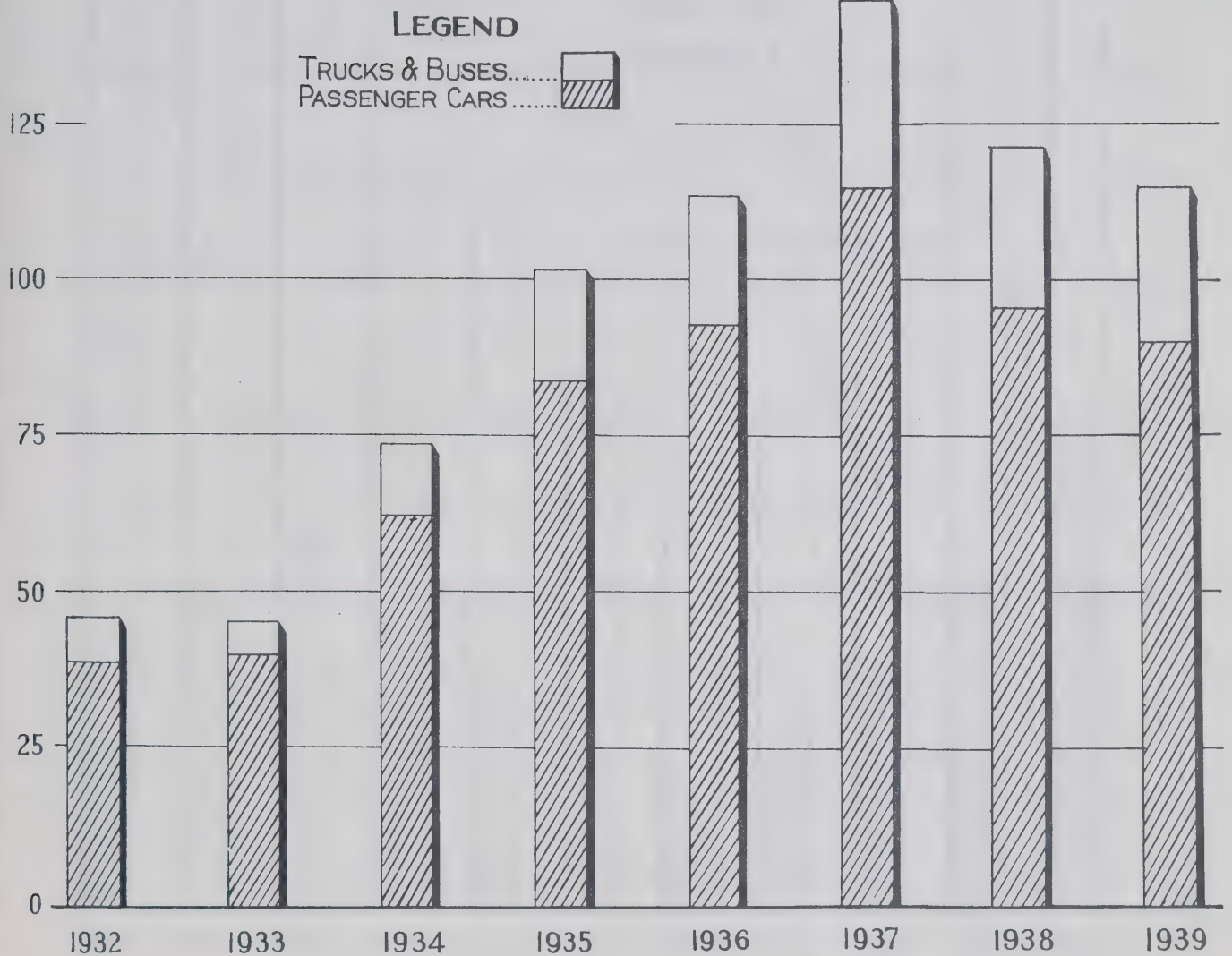
trends in sales and financing for September, 1939, may be attributed at least in part to the appearance on the market of a large number of cash customers immediately following the earlier than usual introduction of new models and who were anxious to have their requirements filled before the anticipated price increases took place.

Declines below 1938 in new vehicle financing were reported for all regions for which separate data are available and were greater in the East than in the West. Financing fell off 19.2 per cent in the Maritime Provinces, 18.8 per cent in Quebec, 26.4 per cent in Ontario, 5.4 per cent for Manitoba and Saskatchewan combined, 4.0 per cent for Alberta, and 5.3 per cent for British Columbia.

Financing is also important in the used-car trade and this division was well maintained last year. There were 115,787 used vehicles whose purchases were financed to the extent of \$34,916,119 in 1939, down only 1.4 per cent in number and 3.0 per cent in amount of financing from the preceding year.



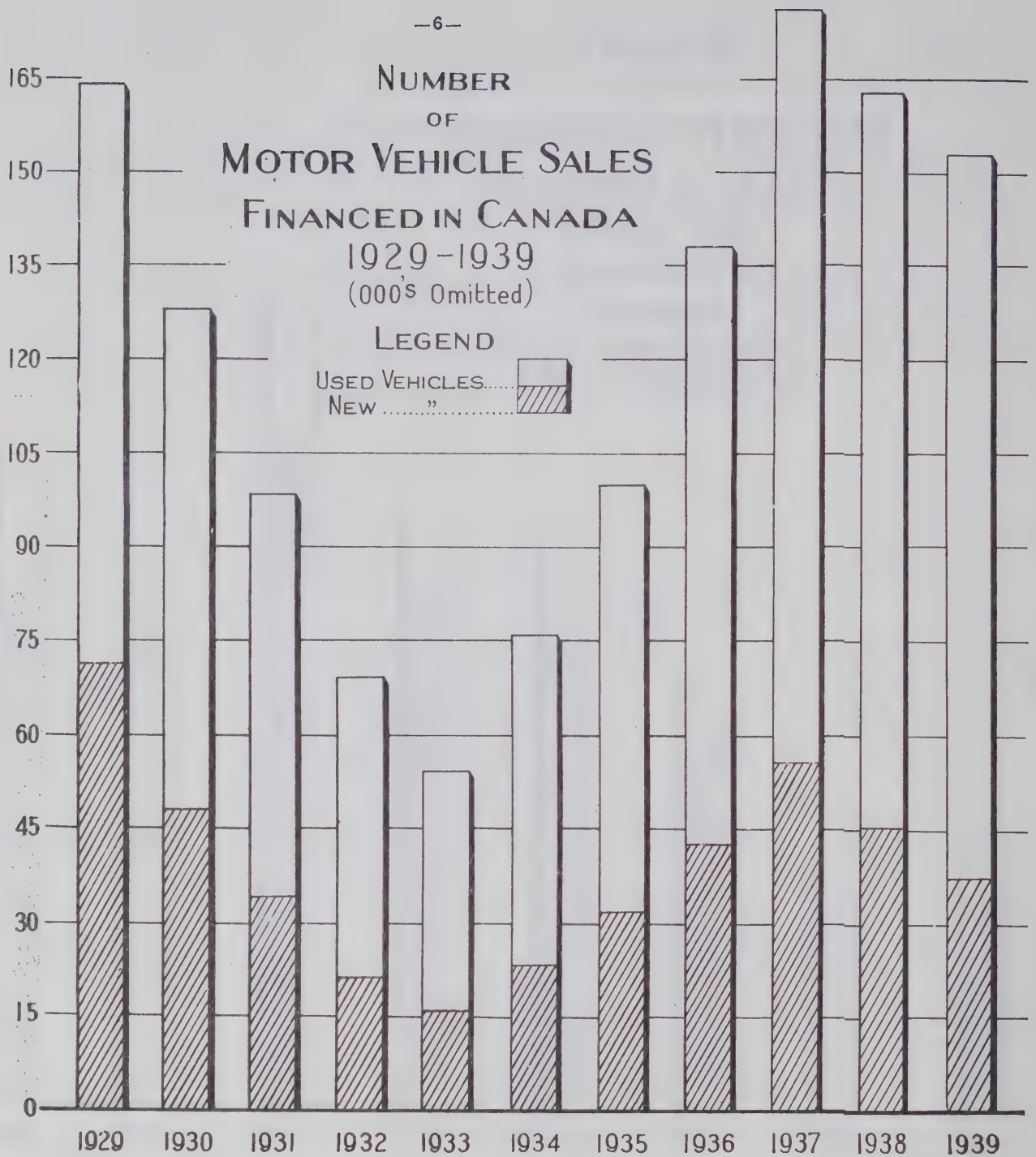
NUMBER
OF
NEW MOTOR VEHICLES
SOLD IN CANADA
1932-1939
(000's Omitted)



NUMBER
OF
MOTOR VEHICLE SALES
FINANCED IN CANADA
1929-1939
(000's Omitted)

LEGEND

USED VEHICLES.....
New"



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Table 1.--Summary of New Motor Vehicle Sales in Canada, by Years, 1932-1939.

Year	Total Vehicles				Passenger Cars			Trucks and Buses		
	Number	Retail Value		Average per Vehicle	Number	Retail Value		Number	Retail Value	
		Total	Average per Vehicle			Total	Average per Vehicle		Total	Average per Vehicle
1932	Number or Amount .. Per cent.	45,870 100.0	\$45,260,742 100.0	\$ 987	38,621 84.2	\$38,919,015 86.0	\$1,003	7,249 15.8	\$ 6,341,727 14.0	\$ 875
1933	Number or Amount .. Per cent.	45,332 100.0	\$45,450,230 100.0	\$1,003	39,568 87.3	\$39,692,630 87.3	\$1,003	5,764 12.7	\$ 5,757,600 12.7	\$ 999
1934	Number or Amount .. Per cent.	73,358 100.0	\$75,785,461 100.0	\$1,033	61,503 83.8	\$63,566,402 83.9	\$1,034	11,855 16.2	\$12,219,059 16.1	\$1,031
1935	Number or Amount .. Per cent.	101,461 100.0	\$101,742,449 100.0	\$1,003	83,242 82.0	\$83,429,114 82.0	\$1,002	18,219 18.0	\$18,313,335 18.0	\$1,005
1936	Number or Amount .. Per cent.	113,314 100.0	\$117,582,796 100.0	\$1,038	92,287 81.4	\$95,403,199 81.1	\$1,034	21,027 18.6	\$22,179,597 18.9	\$1,055
1937	Number or Amount .. Per cent.	144,441 100.0	\$149,170,527 100.0	\$1,033	114,275 79.1	\$116,836,334 78.4	\$1,023	30,166 20.9	\$32,284,193 21.6	\$1,070
1938	Number or Amount .. Per cent.	121,165 100.0	\$135,011,908 100.0	\$1,114	95,751 79.0	\$105,006,462 77.8	\$1,097	25,414 21.0	\$30,005,446 22.2	\$1,131
1939	Number or Amount .. Per cent.	114,747 100.0	\$125,967,521 100.0	\$1,098	90,054 78.5	\$ 97,131,128 77.1	\$1,079	24,693 21.5	\$28,836,393 22.9	\$1,168

Table 2.---Summary of New Motor Vehicle Sales in Canada, by Provinces, 1939

Province	Total Vehicles			Passenger Cars			Trucks and Buses		
	Number	Retail Value		Number	Retail Value		Number	Retail Value	
		Total	Average per Vehicle		Total	Average per Vehicle		Total	Average per Vehicle
Maritime Provinces, Number or Amount ... Per cent .	9,368 100.0	\$ 9,874,186 100.0	\$1,054	6,982 74.5	\$ 7,320,298 74.1	\$1,048	2,386 25.5	\$ 2,553,888 25.9	\$1,070
Quebec, Number or Amount ... Per cent .	21,329 100.0	\$24,608,625 100.0	\$1,154	16,700 78.3	\$18,916,795 76.9	\$1,133	4,629 21.7	\$ 5,691,830 23.1	\$1,230
Ontario, Number or Amount ... Per cent .	50,175 100.0	\$55,188,547 100.0	\$1,100	41,544 82.8	\$44,707,338 81.0	\$1,076	8,631 17.2	\$10,481,209 19.0	\$1,214
Manitoba, Number or Amount ... Per cent .	6,770 100.0	\$ 7,237,296 100.0	\$1,069	5,287 78.1	\$ 5,641,396 77.9	\$1,067	1,483 21.9	\$ 1,595,900 22.1	\$1,076
Saskatchewan, Number or Amount ... Per cent .	8,941 100.0	\$ 9,331,179 100.0	\$1,044	5,971 66.8	\$ 6,222,402 66.7	\$1,042	2,970 33.2	\$ 3,108,777 33.3	\$1,047
Alberta, Number or Amount ... Per cent .	10,290 100.0	\$11,050,418 100.0	\$1,074	7,361 71.5	\$ 7,702,224 69.7	\$1,046	2,929 28.5	\$ 3,343,194 30.3	\$1,143
British Columbia, Number or Amount ... Per cent .	7,374 100.0	\$ 8,677,270 100.0	\$1,102	6,209 78.9	\$ 6,620,675 76.3	\$1,066	1,665 21.1	\$ 2,056,595 23.7	\$1,235

Table 3.—New Motor Vehicle Sales, in Canada, by Provinces, 1938 and 1939.

Province	Number of Vehicles			Retail Value		
	1938	1939	% Change, 1939/1938	1938	1939	% Change, 1939/1938

Passenger Cars

CANADA	95,751	90,054	- 5.9	\$ 105,006,462	\$ 97,131,128	- 7.5
Maritimes	7,076	6,982	- 1.3	7,600,737	7,320,298	- 3.7
Quebec	18,147	16,700	- 8.0	20,678,579	18,916,795	- 8.5
Ontario	47,514	41,544	- 12.6	52,050,180	44,707,338	- 14.1
Manitoba	5,575	5,287	- 5.2	6,008,260	5,641,396	- 6.1
Saskatchewan ...	3,753	5,971	+ 59.1	3,965,847	6,222,402	+ 56.9
Alberta	7,543	7,361	- 2.4	8,069,625	7,702,224	- 4.6
British Columbia	6,143	6,209	+ 1.1	6,633,434	6,620,675	- 0.2

Trucks and Buses

CANADA	25,414	24,693	- 2.8	\$ 50,005,446	\$ 28,836,393	- 3.9
Maritimes	2,510	2,386	- 4.9	2,735,134	2,553,888	- 6.6
Quebec	4,925	4,629	- 6.0	5,995,825	5,691,830	- 5.1
Ontario	9,010	8,631	- 4.2	11,013,188	10,481,209	- 4.8
Manitoba	2,217	1,483	- 33.1	2,423,125	1,595,900	- 34.1
Saskatchewan ...	1,997	2,970	+ 48.7	2,159,568	3,108,777	+ 44.0
Alberta	2,992	2,929	- 2.1	3,419,763	3,348,194	- 2.1
British Columbia	1,763	1,665	- 5.6	2,258,843	2,056,595	- 9.0

Total Vehicles

CANADA	121,165	114,747	- 5.3	\$ 135,011,908	\$ 125,967,521	- 6.7
Maritimes	9,586	9,368	- 2.3	10,335,871	9,874,186	- 4.5
Quebec	23,072	21,329	- 7.6	26,674,204	24,608,625	- 7.7
Ontario	56,524	50,175	- 11.2	63,063,368	55,188,547	- 12.5
Manitoba	7,792	6,770	- 13.1	8,431,385	7,237,296	- 14.2
Saskatchewan ...	5,750	8,941	+ 55.5	6,125,415	9,331,179	+ 52.3
Alberta	10,535	10,290	- 2.3	11,489,388	11,050,418	- 3.8
British Columbia	7,906	7,874	- 0.4	8,892,277	8,677,270	- 2.4

Table 4.--Percentage Distribution of New Motor Vehicle Sales.
by Provinces, 1934 - 1939.

Province	1934	1935	1936	1937	1938	1939
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Passenger Cars

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	8.5	6.9	7.2	8.1	7.4	7.8
Quebec	17.3	17.3	19.6	19.8	19.0	18.5
Ontario	53.2	53.3	50.3	48.5	49.6	46.1
Manitoba	4.8	5.2	4.7	5.4	5.8	5.9
Saskatchewan	3.5	3.9	4.5	5.0	3.9	6.6
Alberta	6.4	6.8	5.9	6.0	7.9	8.2
British Columbia	6.3	6.6	7.8	7.2	6.4	6.9

Trucks and Buses

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	10.5	11.1	12.3	12.5	9.9	9.7
Quebec	17.5	18.0	18.4	22.5	19.4	18.7
Ontario	43.5	40.9	39.4	37.1	35.4	35.0
Manitoba	7.1	7.5	7.1	7.4	8.7	6.0
Saskatchewan	3.2	4.4	5.3	4.6	7.9	12.0
Alberta	9.5	8.6	8.0	7.1	11.8	11.9
British Columbia	8.7	9.5	9.5	8.8	6.9	6.7

Total Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	8.8	7.6	8.2	9.0	7.9	8.2
Quebec	17.4	17.5	19.4	20.4	19.1	18.6
Ontario	51.6	51.1	48.2	46.2	46.7	43.7
Manitoba	5.2	5.6	5.1	5.8	6.4	5.9
Saskatchewan	3.4	4.0	4.7	4.9	4.7	7.8
Alberta	6.9	7.1	6.3	6.2	8.7	9.0
British Columbia	6.7	7.1	8.1	7.5	6.5	6.8

Table 5.--New Motor Vehicle Sales in Canada,
by Months, 1938 and 1939

Month	Number			Retail Value		
	1938	1939	% Change, 1939/1938	1938	1939	% Change, 1939/1938

Passenger Cars

Totals	95,751	90,054	- 5.9	105,006,462	97,131,128	- 7.5
January	5,373	4,795	- 10.8	5,915,543	5,208,101	- 12.0
February	5,582	4,507	- 19.3	6,143,591	4,824,522	- 21.5
March	9,845	7,998	- 18.8	10,791,638	8,551,808	- 20.8
April	16,772	14,255	- 15.0	18,487,466	15,193,487	- 17.8
May	14,056	14,334	+ 2.0	15,393,765	15,322,041	- 0.5
June	9,197	8,620	- 6.3	10,060,410	9,117,587	- 9.4
July	6,187	5,826	- 5.8	6,702,267	6,169,562	- 7.9
August	4,591	3,672	- 20.0	4,962,613	3,951,690	- 20.4
September	3,831	4,948	+ 29.2	4,217,617	5,447,746	+ 29.2
October	5,392	5,682	+ 5.4	5,824,172	6,252,431	+ 7.4
November	7,583	7,613	+ 0.4	8,385,923	8,517,726	+ 1.6
December	7,342	7,804	+ 6.3	8,121,457	8,568,427	+ 5.5

Trucks and Buses

Totals	25,414	24,693	- 2.8	30,005,446	28,836,393	- 3.9
January	1,459	1,140	- 21.9	1,772,160	1,414,762	- 20.2
February	1,479	1,185	- 19.9	1,695,283	1,519,869	- 10.3
March	2,476	2,195	- 11.3	2,712,406	2,567,669	- 5.3
April	3,962	3,113	- 21.4	4,535,486	3,553,479	- 21.7
May	3,808	3,503	- 8.0	4,483,217	3,982,821	- 11.2
June	2,386	2,338	- 2.0	2,881,795	2,740,190	- 4.9
July	2,067	2,057	- 0.5	2,500,424	2,325,584	- 7.0
August	2,613	2,494	- 4.6	3,055,407	2,803,982	- 8.2
September	1,879	1,808	- 3.8	2,346,589	2,177,209	- 7.2
October	1,124	1,219	+ 8.5	1,337,311	1,502,242	+ 12.3
November	1,050	1,601	+ 52.5	1,331,583	1,873,263	+ 40.7
December	1,111	2,040	+ 83.6	1,353,785	2,375,323	+ 75.5

Total Vehicles

Totals	121,165	114,747	- 5.3	135,011,908	125,967,521	- 6.7
January	6,832	5,935	- 13.1	7,687,703	6,622,863	- 13.9
February	7,061	5,692	- 19.4	7,838,874	6,344,391	- 19.1
March	12,321	10,193	- 17.3	13,504,044	11,119,477	- 17.7
April	20,734	17,368	- 16.2	23,022,952	18,752,966	- 18.5
May	17,864	17,837	- 0.2	19,876,982	19,304,862	- 2.9
June	11,583	10,958	- 5.4	12,942,205	11,857,777	- 8.4
July	8,254	7,883	- 4.5	9,202,691	8,495,146	- 7.7
August	7,204	6,166	- 14.4	8,018,020	6,755,672	- 15.7
September	5,710	6,756	+ 18.3	6,564,206	7,624,955	+ 16.2
October	6,516	6,901	+ 5.9	7,161,483	7,754,673	+ 8.3
November	8,633	9,214	+ 6.7	9,717,506	10,390,989	+ 6.9
December	8,453	9,844	+ 16.5	9,475,242	10,943,750	+ 15.5

Table 6.---New Motor Vehicle Sales, by Provinces and Months, 1939.

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Passenger Cars								
Total	90,054	6,982	16,700	41,544	5,287	5,971	7,361	6,209
January	4,795	280	659	2,560	201	107	508	480
February	4,507	294	662	2,286	191	92	309	673
March	7,998	572	1,442	4,122	376	297	529	660
April	14,255	1,496	3,556	5,365	1,068	975	1,076	719
May	14,354	1,528	3,339	6,112	835	918	999	603
June	8,620	602	1,656	4,116	552	520	642	532
July	5,826	473	953	2,601	406	402	531	460
August	3,672	370	671	1,610	246	184	277	314
September	4,943	279	780	2,360	291	511	401	326
October	5,682	348	853	2,751	241	627	511	351
November	7,613	386	1,195	3,653	407	700	783	489
December	7,304	354	934	4,028	473	638	795	602
Trucks and Buses								
Total	24,693	2,386	4,629	8,651	1,433	2,970	2,929	1,665
January	1,140	88	161	546	72	25	146	102
February	1,185	105	239	529	26	16	143	127
March	2,195	224	381	978	113	74	200	225
April	3,113	429	639	1,019	227	224	331	184
May	3,503	456	1,108	1,030	211	254	235	159
June	2,338	270	597	738	141	162	204	166
July	2,057	183	352	583	171	323	290	149
August	2,494	125	227	692	165	670	476	139
September	1,808	83	193	499	98	564	276	90
October	1,219	90	179	533	48	194	117	58
November	1,601	117	251	590	106	220	204	113
December	2,040	216	237	834	105	238	257	153

(Continued on Page 14.)

Table 6.---New Motor Vehicle Sales, by Provinces and Months, 1939,
(Concluded)

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total Vehicles								
Total	114,747	9,368	21,329	50,175	6,770	8,941	10,290	7,874
January	5,935	368	820	3,106	273	132	654	582
February	5,692	399	901	2,815	217	108	452	800
March	10,193	796	1,823	5,100	489	371	729	885
April	17,368	1,925	4,255	6,384	1,295	1,199	1,407	903
May	17,837	1,984	4,447	7,142	1,046	1,172	1,284	762
June	10,958	872	2,253	4,914	693	682	846	698
July	7,883	656	1,305	3,184	577	731	821	609
August	6,166	495	998	2,302	411	854	753	453
September	6,756	362	978	2,859	389	1,075	677	416
October	6,901	438	1,032	3,284	289	821	628	409
November	9,214	503	1,446	4,243	513	920	987	602
December	9,844	570	1,171	4,842	578	876	1,052	755

Table 7.--Summary of Motor Vehicle Financing in Canada, by Years, 1929 - 1939

Year	Total, New and Used Vehicles				New Vehicles				Used Vehicles			
	Amount of Financing		Number Financed	Average per Vehicle	Amount of Financing		Number Financed	Average per Vehicle	Amount of Financing		Number Financed	Average per Vehicle
	Total	Average per Vehicle			Total	Average per Vehicle			Total	Average per Vehicle		
1929	Number or Amount .. Per cent.	164,131 100.0	\$88,165,531 100.0	\$537. -	71,582 43.6	\$48,104,523 54.6	\$672 -	92,549 56.4	\$40,061,008 45.4	\$433 -		
1930	Number or Amount .. Per cent.	128,314 100.0	\$62,978,174 100.0	\$491 -	47,961 37.4	\$28,610,731 45.4	\$597 -	80,353 62.6	\$34,367,443 54.6	\$428 -		
1931	Number or Amount .. Per cent.	98,623 100.0	\$41,941,254 100.0	\$425 -	33,988 34.5	\$20,869,547 49.8	\$614 -	64,635 65.5	\$21,071,707 50.2	\$326 -		
1932	Number or Amount .. Per cent.	69,291 100.0	\$25,864,873 100.0	\$373 -	21,293 30.7	\$12,741,179 49.3	\$598 -	47,998 69.3	\$13,123,694 50.7	\$273 -		
1933	Number or Amount .. Per cent.	54,238 100.0	\$20,158,788 100.0	\$372 -	15,880 29.3	\$10,030,368 49.8	\$632 -	38,358 70.7	\$10,128,420 50.2	\$264 -		
1934	Number or Amount .. Per cent.	76,170 100.0	\$30,091,463 100.0	\$395 -	23,264 30.5	\$16,364,735 54.4	\$703 -	52,906 69.5	\$13,726,728 45.6	\$259 -		
1935	Number or Amount .. Per cent.	100,178 100.0	\$40,251,521 100.0	\$402 -	31,950 31.9	\$22,410,656 55.7	\$701 -	68,228 68.1	\$17,840,865 44.3	\$261 -		
1936	Number or Amount .. Per cent.	137,514 100.0	\$54,859,812 100.0	\$399 -	42,863 31.2	\$29,887,861 54.5	\$697 -	94,651 68.8	\$24,971,951 45.5	\$264 -		
1937	Number or Amount .. Per cent.	177,898 100.0	\$75,850,173 100.0	\$426 -	56,247 31.6	\$40,664,675 53.6	\$723 -	121,651 68.4	\$35,135,498 46.4	\$289 -		
1938	Number or Amount .. Per cent.	162,703 100.0	\$69,685,853 100.0	\$428 -	45,267 27.8	\$33,701,624 48.4	\$745 -	117,436 72.2	\$35,984,229 51.6	\$306 -		
1939	Number or Amount .. Per cent.	153,107 100.0	\$62,768,746 100.0	\$410 -	37,320 24.4	\$27,852,627 44.4	\$746 -	115,787 75.6	\$34,916,119 55.6	\$302 -		

Table 8.--Summary of Motor Vehicle Financing, by Provinces, 1939

Province	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number Financed	Amount Total	Average per Vehicle	Number Financed	Amount Total	Average per Vehicle	Number Financed	Amount Total	Average per Vehicle
CANADA, Number or Amount Per cent.....	153,107 100.0	\$62,768,746 100.0	\$410 -	37,320 24.4	\$27,852,827 44.4	\$746 -	115,787 75.6	\$34,916,119 55.6	\$302 -
Maritimes, Number or Amount Per cent.....	10,874 100.0	\$4,425,870 100.0	\$407 -	2,325 21.4	\$1,870,926 42.3	\$805 -	8,549 78.6	\$2,554,944 57.7	\$299 -
Quebec, Number or Amount Per cent.....	23,841 100.0	\$11,064,519 100.0	\$464 -	6,994 29.3	\$5,582,736 50.5	\$798 -	16,847 70.7	\$5,481,783 49.5	\$325 -
Ontario, Number or Amount Per cent.....	67,258 100.0	\$25,039,842 100.0	\$372 -	14,144 21.0	\$10,250,669 40.9	\$725 -	53,114 79.0	\$14,789,173 59.1	\$278 -
Manitoba and Saskat- chewan, Number or Amount Per cent ...	21,208 100.0	\$8,950,619 100.0	\$422 -	6,187 29.2	\$4,239,978 47.4	\$685 -	15,021 70.8	\$4,710,641 52.6	\$314 -
Alberta, Number or Amount Per cent ...	16,186 100.0	\$7,397,940 100.0	\$457 -	5,023 31.0	\$3,647,892 49.3	\$726 -	11,163 69.0	\$3,750,048 50.7	\$336 -
British Columbia, Number or Amount Per cent ...	13,740 100.0	\$5,889,956 100.0	\$429 -	2,647 19.3	\$2,260,426 38.4	\$854 -	11,093 80.7	\$3,629,530 61.6	\$327 -

Table 9.—Motor Vehicle Financing, by Provinces, 1938 and 1939

Province	Number of Vehicles			Amount of Financing		
	1938	1939	% Change, 1939/1938	1938	1939	% Change, 1939/1938

New Vehicles

CANADA	45,267	37,320	- 17.6	33,701,624	27,852,627	- 17.4
Maritimes	2,878	2,325	- 19.2	2,257,791	1,870,926	- 17.1
Quebec	8,610	6,994	- 18.8	6,893,325	5,582,736	- 19.0
Ontario	19,209	14,144	- 26.4	13,856,890	10,250,669	- 26.0
Manitoba and Saskatchewan ...	6,542	6,187	- 5.4	4,583,776	4,239,978	- 7.5
Alberta	5,232	5,023	- 4.0	3,773,625	3,647,892	- 3.3
British Columbia .	2,796	2,647	- 5.3	2,336,217	2,260,426	- 3.2

Used Vehicles

CANADA	117,436	115,787	- 1.4	35,984,229	34,916,119	- 3.0
Maritimes	8,114	8,549	+ 5.4	2,516,802	2,554,944	+ 1.5
Quebec	18,136	16,847	- 7.1	6,169,243	5,481,783	- 11.1
Ontario	57,838	53,114	- 8.2	16,504,771	14,789,173	- 10.4
Manitoba and Saskatchewan ...	13,157	15,021	+ 14.2	4,129,436	4,710,641	+ 14.1
Alberta	9,929	1,116	+ 12.4	3,252,416	3,750,048	+ 15.3
British Columbia .	10,262	11,093	+ 8.1	3,411,561	3,629,530	+ 6.4

Total - New and Used Vehicles

CANADA	162,703	153,107	- 5.9	69,685,853	62,768,746	- 9.9
Maritimes	10,992	10,874	- 1.1	4,774,593	4,425,870	- 7.3
Quebec	26,746	23,841	- 10.9	13,062,568	11,064,519	- 15.3
Ontario	77,047	67,258	- 12.7	30,361,661	25,039,842	- 17.5
Manitoba and Saskatchewan ...	19,699	21,208	+ 7.7	8,713,212	8,950,619	+ 2.7
Alberta	15,161	16,186	+ 6.8	7,026,041	7,397,940	+ 5.3
British Columbia .	13,058	13,740	+ 5.2	5,747,778	5,889,956	+ 2.5

Table 10.--Percentage Distribution of Motor Vehicle Financing,
by Provinces, 1937, 1938 and 1939.

Province	Number of Vehicles			Amount of Financing		
	1937	1938	1939	1937	1938	1939

New Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	7.0	6.4	6.2	7.4	6.7	6.7
Quebec	19.3	19.0	18.7	20.9	20.5	20.1
Ontario	45.9	42.4	37.9	44.5	41.1	36.8
Manitoba and Saskatchewan ...	11.7	14.4	16.6	10.7	13.6	15.2
Alberta	9.1	11.6	13.5	8.5	11.2	13.1
British Columbia	7.0	6.2	7.1	8.0	6.9	8.1

Used Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	7.5	6.9	7.4	7.8	7.0	7.3
Quebec	16.2	15.4	14.5	18.0	17.1	15.7
Ontario	52.2	49.3	45.9	49.3	45.9	42.4
Manitoba and Saskatchewan ...	9.1	11.2	13.0	9.1	11.5	13.5
Alberta	6.8	8.5	9.6	7.2	9.0	10.7
British Columbia	8.2	8.7	9.6	8.6	9.5	10.4

Total - New and Used Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	7.3	6.8	7.1	7.6	6.9	7.1
Quebec	17.2	16.4	15.6	19.5	18.7	17.6
Ontario	50.2	47.4	43.9	46.7	43.6	39.9
Manitoba and Saskatchewan ...	10.0	12.1	13.8	10.0	12.5	14.2
Alberta	7.5	9.3	10.6	7.9	10.1	11.8
British Columbia	7.8	8.0	9.0	8.3	8.2	9.4

Table 11.--Motor Vehicle Financing in Canada, by Months, 1938 and 1939.

Month	Number of Vehicles			Amount of Financing		
	1938	1939	% Change, 1939/1938	1938	1939	% Change, 1939/1938
New Vehicles						
Totals	45,267	37,320	- 17.6	33,701,624	27,852,627	- 17.4
January	2,265	1,721	- 24.0	1,740,832	1,247,446	- 28.3
February	2,304	1,663	- 27.8	1,741,945	1,271,563	- 27.0
March	3,568	2,642	- 26.0	2,594,953	1,963,902	- 24.3
April	6,809	4,688	- 31.1	5,012,238	3,372,364	- 32.7
May	7,024	6,046	- 13.9	5,318,246	4,515,982	- 15.1
June	5,050	4,209	- 16.7	3,817,376	3,246,659	- 15.0
July	3,605	3,145	- 12.8	2,719,524	2,405,739	- 11.5
August	3,219	2,992	- 7.1	2,501,978	2,267,915	- 9.4
September	2,978	2,405	- 19.2	2,228,910	1,793,221	- 19.5
October	2,921	2,472	- 15.4	2,035,587	1,749,308	- 14.1
November	2,674	2,618	- 2.1	1,940,071	1,908,245	- 1.6
December	2,850	2,719	- 4.6	2,049,964	2,110,283	+ 2.9

Used Vehicles						
Totals	117,436	115,787	- 1.4	35,984,229	34,916,119	- 3.0
January	4,461	4,814	+ 7.9	1,464,853	1,562,067	+ 6.6
February	5,811	5,234	- 9.9	1,817,042	1,648,774	- 9.3
March	9,007	7,834	- 13.0	2,746,365	2,386,624	- 13.1
April	14,101	11,535	- 18.2	4,390,244	3,540,931	- 19.3
May	15,616	15,881	+ 1.7	4,829,349	4,832,390	+ 0.1
June	14,575	14,506	- 0.5	4,455,952	4,259,442	- 4.4
July	12,599	12,656	+ 0.5	3,748,860	3,702,965	- 1.2
August	10,719	11,202	+ 4.5	3,231,692	3,354,598	+ 3.8
September	8,885	7,778	- 12.5	2,660,351	2,329,244	- 12.4
October	8,472	9,228	+ 8.9	2,549,356	2,710,322	+ 6.3
November	7,130	8,025	+ 12.6	2,178,540	2,397,918	+ 10.1
December	6,060	7,094	+ 17.1	1,911,625	2,190,844	+ 14.6

Total - New and Used Vehicles						
Totals	162,703	153,107	- 5.9	69,685,853	62,768,746	- 9.9
January	6,726	6,535	- 2.8	3,205,685	2,809,513	- 12.4
February	8,115	6,897	- 15.0	3,558,987	2,920,337	- 17.9
March	12,575	10,476	- 16.7	5,341,318	4,350,526	- 18.5
April	20,910	16,223	- 22.4	9,402,482	6,913,295	- 26.5
May	22,640	21,927	- 3.1	10,147,595	9,348,372	- 7.9
June	19,625	18,715	- 4.6	8,273,328	7,506,101	- 9.3
July	16,204	15,801	- 2.5	6,468,384	6,108,704	- 5.6
August	13,938	14,194	+ 1.8	5,733,670	5,622,513	- 1.9
September	11,863	10,183	- 14.2	4,889,261	4,122,465	- 15.7
October	11,393	11,700	+ 2.7	4,584,943	4,459,630	- 2.7
November	9,804	10,643	+ 8.6	4,118,611	4,306,163	+ 4.6
December	8,910	9,813	+ 10.1	3,961,589	4,301,127	+ 8.6

Table 12.---Sales and Financing of Sales of New Motor Vehicles Compared,
by Provinces and Months, 1939

Month	CANADA			Maritime Provinces			Quebec			Ontario		
	Sold Number	Financed		Sold Number	Financed		Sold Number	Financed		Sold Number	Financed	
		Number	% of Sold		Number	% of Sold		Number	% of Sold		Number	% of Sold
Totals	114,747	37,320	32.5	9,368	2,325	24.8	21,329	6,994	32.8	50,175	14,144	28.2
January	5,935	1,721	29.0	368	79	21.5	820	237	28.9	3,106	781	25.1
February	5,692	1,665	29.2	399	87	21.8	901	267	29.6	2,815	709	25.2
March	10,193	2,642	25.9	796	169	21.2	1,823	427	23.4	5,100	1,179	23.1
April	17,368	4,688	27.0	1,925	287	14.9	4,255	1,061	24.9	6,384	1,673	26.2
May	17,837	6,046	33.9	1,984	512	25.8	4,447	1,661	37.4	7,142	2,106	29.5
June	10,958	4,209	38.4	872	308	35.3	2,253	884	39.2	4,914	1,627	33.1
July	7,883	3,145	39.9	656	208	31.7	1,305	517	39.6	3,184	1,197	37.6
August	6,166	2,992	48.5	495	154	31.1	898	447	49.8	2,302	999	43.4
September	6,756	2,405	35.6	362	118	32.6	978	370	37.8	2,359	844	29.5
October	6,901	2,472	35.8	438	135	30.8	1,032	352	34.1	3,284	900	27.4
November	9,214	2,618	28.4	503	118	23.5	1,446	414	28.6	4,243	1,054	24.8
December	9,844	2,719	27.6	570	150	26.3	1,171	357	30.5	4,842	1,075	22.2

Month	Man. and Sask.			Alberta			British Columbia		
	Sold Number	Financed		Sold Number	Financed		Sold Number	Financed	
		Number	% of Sold		Number	% of Sold		Number	% of Sold
Totals	15,711	6,187	39.4	10,290	5,023	48.8	7,874	2,647	33.6
January	405	138	34.1	654	300	45.9	582	186	32.0
February	325	118	36.3	452	222	49.1	800	260	32.5
March	860	245	28.5	729	361	49.5	885	261	29.5
April	2,494	774	31.0	1,407	583	41.4	903	310	34.3
May	2,218	857	38.6	1,284	599	46.7	762	311	40.8
June	1,375	610	44.4	846	490	57.9	698	290	41.5
July	1,308	587	44.9	821	400	48.7	609	236	38.8
August	1,265	690	54.5	753	488	64.8	453	214	47.2
September	1,464	587	40.1	677	379	56.0	416	107	25.7
October	1,110	561	50.5	628	369	58.8	409	155	37.9
November	1,433	516	36.0	987	353	35.8	602	163	27.1
December	1,454	504	34.7	1,052	479	45.5	755	154	20.4

Table 13.--Sales and Financing of Sales of New Motor Vehicles
in Canada Compared--1932 - 1939

Year	Sales of New Vehicles		Financing of Sales of New Motor Vehicles			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
1932	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933	45,332	45,450,230	15,880	35.0	10,030,368	22.1
1934	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936	113,314	117,582,796	42,863	37.8	29,887,861	25.4
1937	144,441	149,170,527	56,247	38.9	40,664,675	27.3
1938	121,165	135,011,908	45,267	37.4	33,701,624	25.0
1939	114,747	125,967,521	37,320	32.5	27,852,627	22.1

Table 14.--Sales and Financing of Sales of New Motor Vehicles
Compared by Provinces, 1939

Year	Sales of New Vehicles		Financing of Sales of New Motor Vehicles			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
CANADA, Total ..	114,747	125,967,521	37,320	32.5	27,852,627	22.1
Maritimes	9,368	9,874,186	2,325	24.8	1,870,926	18.9
Quebec	21,329	24,608,625	6,994	32.8	5,582,736	22.7
Ontario	50,175	55,188,547	14,144	28.2	10,250,669	18.6
Manitoba and Saskatchewan	15,711	16,568,475	6,187	39.4	4,239,978	25.6
Alberta	10,290	11,050,418	5,023	48.8	3,647,892	33.0
British Columbia .	7,874	8,677,270	2,647	33.6	2,260,426	26.0

List of Manufacturers Reporting New Motor Vehicle
Sales in Canada

<u>Name of Company</u>	<u>Address</u>
1. The Austin Motor Co., Ltd.,	Birmingham, England
2. Chrysler Corporation of Canada Limited	Windsor, Ont.
3. Diamond T Motor Car Company	Chicago, Ill.
4. Federal Motor Truck Company	Detroit, Mich.
5. Ford Motor Company of Canada Limited	Windsor, Ont.
6. General Motors Products of Canada Limited	Oshawa, Ont.
7. Graham Paige Motors (Canada) Limited	Detroit, Mich.
8. Hayes Manufacturing Company Limited	Vancouver, B. C.
9. Hudson Motors of Canada Limited	Tilbury, Ont.
10. Hupp Motor Car Corporation of Canada Limited	Windsor, Ont.
11. International Harvester Company of Canada Limited	Hamilton, Ont.
12. Leyland Motors Limited	Toronto, Ont.
13. The Nash Motors Company	Kenosha, Wisconsin
14. Packard Motor Car Company of Canada Limited	Windsor, Ont.
15. Reo Motor Car Company	Lansing, Michigan
16. The Studebaker Corporation	South Bend, Indiana
17. The White Company Limited	Montreal, Que.
18. Willys Export Corporation	Toledo, Ohio

List of Companies Reporting Financing of Motor Vehicle Sales in Canada

Name of Company

Address

1. Allan, Killam & McKay, Ltd.,	364 Main St.,	Winnipeg, Man.
2. Alliance Finance Company,	37 Bloor St., W.,	Toronto, Ont.
3. Associated Finance Company	447-9 Talbot St.,	London, Ont.
4. Atlas Finance Co., Ltd.,	771 Dunsmuir St.,	Vancouver, B. C.
5. Automobile Finance, Ltd.,	Imperial Bank Bldg.,	Saskatoon, Sask.
6. Black & Armstrong, Ltd.,	200 Toronto General Trusts Bldg.,	Winnipeg, Man.
7. The Breen Motor Co., Ltd.,	Main St.,	Winnipeg, Man.
8. British Canadian Finance, Ltd.,	Herald Bldg.,	Lethbridge, Alta.
9. Canada Finance Corp., Ltd.,	304 Grain Exchange Bldg.,	Calgary, Alta.
10. Canada Loan Company,	707 Confederation Life Bldg.,	Winnipeg, Man.
11. Canadian Acceptance Corp., Ltd.,	44 Victoria St.,	Toronto, Ont.
12. The Canadian Fire Insurance Co.,	333 Main St.,	Winnipeg, Man.
13. Canadian Indemnity Company,	333 Main St.,	Winnipeg, Man.
14. The Capital Finance & Realty Co., Ltd.,	122 Adelaide St., E.,	Toronto, Ont.
15. Capital Finance Corp., Ltd.,	10158 Jasper Ave.,	Edmonton, Alta.
16. Carnegie Finance & Investment Co., Ltd.,	609 Paris Bldg.,	Winnipeg, Man.
17. Century Credit Corporation,	Canada Cement Bldg.,	Montreal, Que.
18. Century Finance Corp., Ltd.,	Merchants Fire Bldg.,	Toronto, Ont.
19. Colonial Finance Corp., Ltd.,	21 Dundas Square,	Toronto, Ont.
20. Columbia Securities, Ltd.,	821 Hall Bldg.,	Vancouver, B. C.
21. Commercial Credit Corp. of Canada, Ltd.,	614 Metropolitan Bldg.,	Toronto, Ont.
22. Commercial Securities Corp., Ltd.,	362 Main Street,	Winnipeg, Man.
23. Consolidated Motors, Ltd.,	229-235 Main St.,	Winnipeg, Man.
24. Coupland & Co., Ltd.,	696 Queen St., E.,	Toronto, Ont.
25. Crabb and Company Ltd.,	606-607 Avenue Bldg.,	Winnipeg, Man.
26. Danforth Finance Co.,	898 Danforth Ave.,	Toronto, Ont.
27. Economy Finance Corporation, Ltd.,	331 Bay St.,	Toronto, Ont.
28. Edmonton Credit Co., Ltd.,	Edmonton Credit Bldg.,	Edmonton, Alta.
29. Evans, H.M.E., & Co., Ltd.,	C.P.R. Building,	Edmonton, Alta.
30. Fidelity Trust Co., The	701 Union Trust Bldg.,	Winnipeg, Man.
31. Garry Finance Corporation, Ltd.,	511 Paris Bldg.,	Winnipeg, Man.
32. Gelin Bros.,	626 W. Pender St.,	Vancouver, B. C.
33. General Motors Acceptance Corp.,		Oshawa, Ont.
34. General Securities, Ltd.,	744 Hastings St., W.,	Vancouver, B. C.
35. Huggard & Co., Ltd.,	1 Somerset Bldg.,	Winnipeg, Man.
36. Industrial Acceptance Corp., Ltd.,	1440 Sun Life Bldg.,	Montreal, Que.
37. Insurance & Discount Corp., Ltd.,	139 Church St.,	Toronto, Ont.
38. Interior Motor Finance Corp., Ltd.,	554 Ward St.,	Nelson, B. C.
39. Inter-Provincial Financiers, Ltd.,	553 Granville St.,	Vancouver, B. C.
40. Island Finances, Ltd.,	1112 Broad St.,	Victoria, B. C.
41. Local Mercantile Corp., Ltd., The	210 Great West Permanent Bldg.,	Winnipeg, Man.
42. MacKinnon, Jas. A., Ltd.,	Bank of Toronto Bldg.,	Edmonton, Alta.
43. Maritime Finance, Ltd.,	452 Barrington St.,	Halifax, N. S.
44. Melvin and Company,	Dominion Bank Bldg.,	Calgary, Alta.
45. Monarch Finance & Investments, Ltd.,	814 Canada Bldg.,	Saskatoon, Sask.
46. Motor Agencies, Ltd.,	901 Seymour St.,	Vancouver, B. C.
47. Motor Securities Co., Ltd.,	1095 Homer St.,	Vancouver, B. C.
48. Mutual Acceptance Corp., Ltd.,	321-7th Ave., W.,	Calgary, Alta.

List of Companies Reporting Financing of Motor Vehicle Sales in
Canada--(Concl'd)

<u>Name of Company</u>		<u>Address</u>
49. National Loan & Acceptance Co., Ltd.,	1411 Crescent,	Montreal, Que.
50. Niagara Finance Co., Ltd.,	36 Niagara St.,	Welland, Ont.
51. North West Finance, Ltd.,		Prince Albert, Sask.
52. North West Mortgage Finance Co., Ltd.,	411 Paris Bldg.,	Winnipeg, Man.
53. Prudential Finance Corp., Ltd.,	109 King St.,	London, Ont.
54. Rithet Consolidated, Ltd.,	1117 Wharf St.,	Victoria, B.C.
55. Staebler, H. L., Co., Ltd.,	144 King St., W.,	Kitchener, Ont.
56. Standard Finance Corp., Ltd.,	200 Sterling Securities Bldg.,	Winnipeg, Man.
57. Sterling Finance Corporation,	430 Tegler Bldg.,	Edmonton, Alta.
58. Sterling Securities Corp., Ltd.,	Rose St., & 11th Ave.,	Regina, Sask.
59. Sutherland, John, & Sons, Ltd.,	Masonic Temple Bldg.,	Guelph, Ont.
60. Toole, Peet & Co., Ltd.,	809-2nd St. W.,	Calgary, Alta.
61. Traders Finance Corp., Ltd.,	320 Canada Permanent Bldg.,	Toronto, Ont.
62. Underwriters Finance Corp., Ltd.,	675 W. Hastings St.,	Vancouver, B.C.
63. Wellington Acceptance Corp., Ltd., The	20 Douglas St.,	Guelph, Ont.
64. Western Finance Co.,	713 Columbia St.,	New Westminster, B. C.
65. Winnipeg Finance & Investment Co.,	364 Main Street,	Winnipeg, Man.
66. Winram Finance, Ltd.,	789 W. Pender St.,	Vancouver, B.C.

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Minister of Trade and Commerce.

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

SALES OF MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

IN

CANADA

40
1939



OTTAWA
1941

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DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
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SALES AND FINANCING OF MOTOR VEHICLES IN CANADA, 1940

Introduction

For several years the Internal Trade Branch of the Dominion Bureau of Statistics has published two series of monthly reports relating to the sale and financing of motor vehicles in Canada. One series shows the number and retail value of new motor vehicles sold each month, making a distinction between sales of new passenger cars and commercial vehicles. The second series covers the number of motor vehicle sales financed by the various finance companies and the corresponding amount of financing. Separate figures are available for the financing of new and used vehicles but no distinction is made between passenger and commercial models. This report summarizes the results of both series for 1940 together with comparative figures for earlier years and brings together in more permanent form the information contained in the monthly bulletins.

Statistics of motor vehicle sales are secured monthly from companies which manufacture or assemble motor vehicles in Canada and from manufacturers in the United States and Great Britain of vehicles made for sale in Canada. In 1940 monthly returns were received from 18 companies, which are listed in the appendix to this report. It is believed that the coverage of sales in this field is very complete. The retail value reported is the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Freight charges from factory to place of purchase are excluded. Duty is included in the retail value of imported vehicles. Deliveries to the government for war purposes are not included in the published figures.

Statistics of financing are compiled from returns from all large finance companies in Canada which are engaged in purchasing accounts, contracts or notes arising out of retail sales of motor vehicles. The reporting companies give separate data for the financing of new and used vehicles but make no distinction as between passenger and commercial models. Statistics of refinancing are not included in the figures published. Original financing only is included. Data on financing were secured from 69 financing companies in 1940. The names of these companies are listed in the appendix to this report.

Summary

New Motor Vehicle Sales

Exclusive of deliveries to the government for war purposes, there were 130,552 new motor vehicles sold at retail for \$148,845,278 in Canada in 1940, up 14 per cent in number and 18 per cent in value over 1939 when 114,747 units were retailed for \$125,967,521. In only one of the preceding eight years for which figures are available did sales exceed the 1940 totals. In 1937 there were 144,441 units sold for \$149,170,527. Included in the 1940 totals are 101,789 new passenger models which sold for \$114,928,833, up 13 per cent in number and 18 per cent in value from the 90,054 units which retailed for \$97,131,128 in the preceding year. There were also 28,763 new commercial vehicles sold for \$33,916,445 in 1940, up 17 per cent in number and 18 per cent in value over corresponding figures for 1939.

Gains in the annual totals for 1940 over 1939 are due to marked increases in the first half of the year rather than to a continuous upward trend throughout the period under review. The number of new motor vehicles sold in the first six months of 1940 exceeded by 27 per cent the number sold in the corresponding period of 1939; passenger models increased 28 per cent while commercial model sales were up by 25 per cent. On the other hand, sales of new passenger and commercial models combined were 6 per cent lower in the second half of 1940 compared with 1939, passenger models declining by 10 per cent while commercial models were up by 6 per cent.

The market for commercial vehicles in 1940 was strengthened by demand arising from the increased industrial and commercial activity of the country. Purchases of passenger models were stimulated by increased purchasing power in consumers' hands due to higher incomes. Higher prices for passenger cars resulting from new taxation schedules introduced in the latter part of June and revised upwards in December was a factor acting in the opposite direction.

Gains over 1939 were most impressive in the early months of the year, increases for new passenger car models ranging as high as 73 per cent in February, 1940, over February, 1939. These marked gains must be regarded in the light of conditions prevailing in the earlier period, sales for the first part of 1939 standing materially below the level of previous years. Sales of passenger models in April were 8 per cent higher than in April, 1939, May sales were up 16 per cent while a wave of buying in anticipation of price increases following the introduction of the June budget resulted in a 46 per cent increase in sales over June of 1939. Decreases ranging from 15 per cent to 28 per cent were recorded in the following four months while sales in November and December were equal to or slightly above the level of corresponding months in 1939.

Annual results on a regional basis for passenger and commercial vehicles combined reveal gains in all regions for which separate details are compiled excepting the province of Alberta where sales were practically unchanged. Increases in passenger car sales for other regions ranged from 9 per cent in Quebec to 17 per cent in Ontario. Saskatchewan sales gained 16 per cent; the Maritime Provinces, 13 per cent; British Columbia, 11 per cent; and Manitoba 10 per cent. In the commercial vehicle field Saskatchewan was in the lead with an increase of 57 per cent in number of units sold compared with the preceding year. Sales in the Maritime Provinces and Manitoba were up 28 per cent; British Columbia sales were up 11 per cent, Quebec, 9 per cent; and Ontario, 8 per cent.

Used Vehicle Sales

Complete statistics covering the sale of used motor vehicles are available only for the year 1937 as the result of a special survey taken for that year and for which details were secured direct from all the retail distributors of motor vehicles in the country. Returns from a large sample of dealers are secured annually and from these statements it is possible to compute fairly accurate estimates of the number and selling value of all used models sold during recent years. Results of the survey for 1939 show that 254,740 used vehicles were sold for \$87,033,000 in that year, practically unchanged in number and value from the 251,065 used vehicles which retailed for \$87,238,000 in 1938. These figures relate to used models in both the passenger and commercial fields and are the most accurate estimates available for these years. Results of the complete survey for 1937 show that 271,162 used models were sold for \$87,605,733.

Saskatchewan was the only province to register an appreciable change in the market for used vehicles between 1938 and 1939, an increase of 36 per cent in number of vehicles being recorded. Separate compilations for the four largest cities in Canada show increases in number of used vehicle sales in 1939 over 1938 amounting to 10 per cent in Vancouver, 6 per cent in Winnipeg, and 2 per cent in Toronto. Montreal sales declined by 1 per cent.

Returns from the sample of individual dealers reporting for 1940 will not be complete until later in the year. Reports from 274 retail firms indicate that there was a 10 per cent increase in the number of used vehicles sold in 1940 compared with 1939 while the value of sales increased by 13 per cent. The 274 firms sold 48,169 used vehicles for \$17,363,298 in 1939 and 53,041 used vehicles for \$20,397,439 in 1940.

Used Motor Vehicle Sales, 1938 and 1939

(Estimated by applying trend from annual sample to
totals for 1937 as obtained from complete survey for that year)

	Number of Vehicles Sold			Value of Sales		
	1938	1939	% Change 1939/38	1938	1939	% Change 1939/38
Maritime Provinces ..	20,651	22,035	+ 6.7	6,982,000	7,289,000	+ 4.4
Quebec	42,158	41,231	- 2.2	14,662,000	14,237,000	- 2.9
Ontario	124,839	124,090	- 0.6	41,776,000	40,230,000	- 3.7
Manitoba	13,161	12,924	- 1.8	4,849,000	4,791,000	- 1.2
Saskatchewan	10,444	14,193	+ 35.9	3,811,000	5,198,000	+ 36.4
Alberta	18,621	18,398	- 1.2	7,054,000	7,160,000	+ 1.5
British Columbia	21,191	21,869	+ 3.2	8,104,000	8,128,000	+ 0.3
CANADA	251,065	254,740	+ 1.5	87,238,000	87,033,000	- 0.2
Montreal	20,697	20,511	- 0.9	7,480,000	7,293,000	- 2.5
Toronto	31,510	32,266	+ 2.4	10,955,000	10,966,000	+ 0.1
Winnipeg	7,397	7,833	+ 5.9	2,942,000	3,092,000	+ 5.1
Vancouver	9,992	10,981	+ 9.9	3,730,000	3,916,000	+ 5.0

Motor Vehicle Financing

The trend in financing of new motor vehicles in 1940 paralleled that in sales, pronounced increases in the first part of the year being modified by declines or more moderate gains in later months. There were 42,982 new motor vehicles whose purchases were financed by finance companies for \$33,473,397 in 1940, up 15 per cent in number and 20 per cent in amount of financing over 1939. Combined figures for Manitoba and Saskatchewan were up 39 per cent in number and 46 per cent in amount of financing in 1940 over the preceding year. The Maritime Provinces came second with a gain of 23 per cent in number of units financed followed by Ontario at 17 per cent, Quebec, 8 per cent; and British Columbia, 1 per cent. The number of new vehicles whose purchases were financed in Alberta declined by 4 per cent.

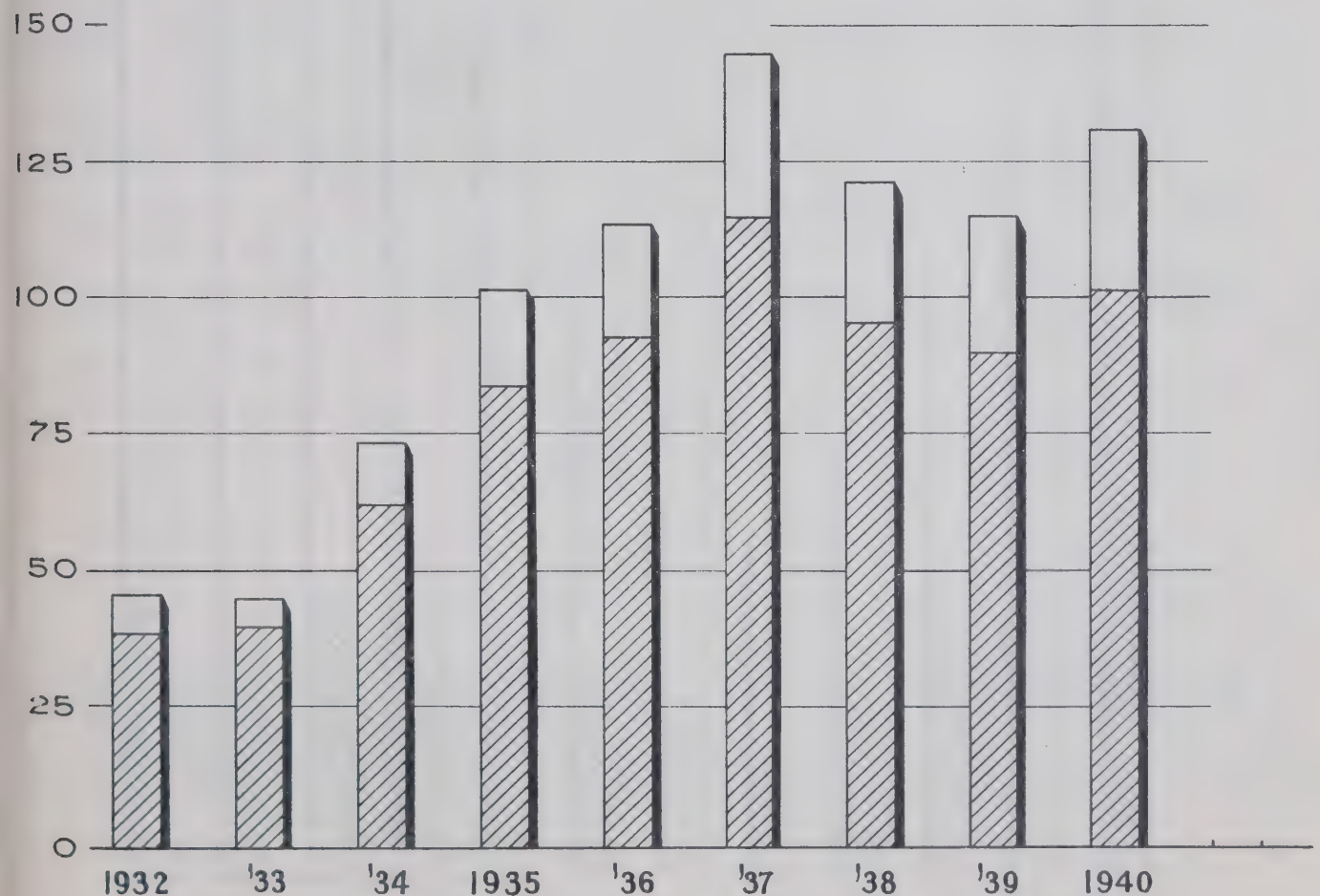
Financing by finance companies is also important in the used vehicle field. There were 133,596 used motor vehicles whose purchases were financed in 1940 to the amount of \$41,762,396, up 15 per cent in number and 20 per cent in value over the preceding year. Increases were recorded in all months of the year under review compared with 1939. A major gain of 32 per cent in February corresponded with large increases in both sales and financing of new vehicles. An outstanding feature of the results for used vehicles was the pronounced gain in September when the number of units financed exceeded by 35 per cent the number in September, 1939. Results on a geographical basis for used vehicle financing show fairly uniform gains of from 18 to 20 per cent for the Maritime Provinces, for Ontario and for the combined figures of Manitoba and Saskatchewan. Increases for Quebec, Alberta and British Columbia were also uniform, deviating within narrow limits of 8 per cent.

NUMBER
OF
NEW MOTOR VEHICLES
SOLD IN CANADA

1932-1940
(000's omitted)

LEGEND

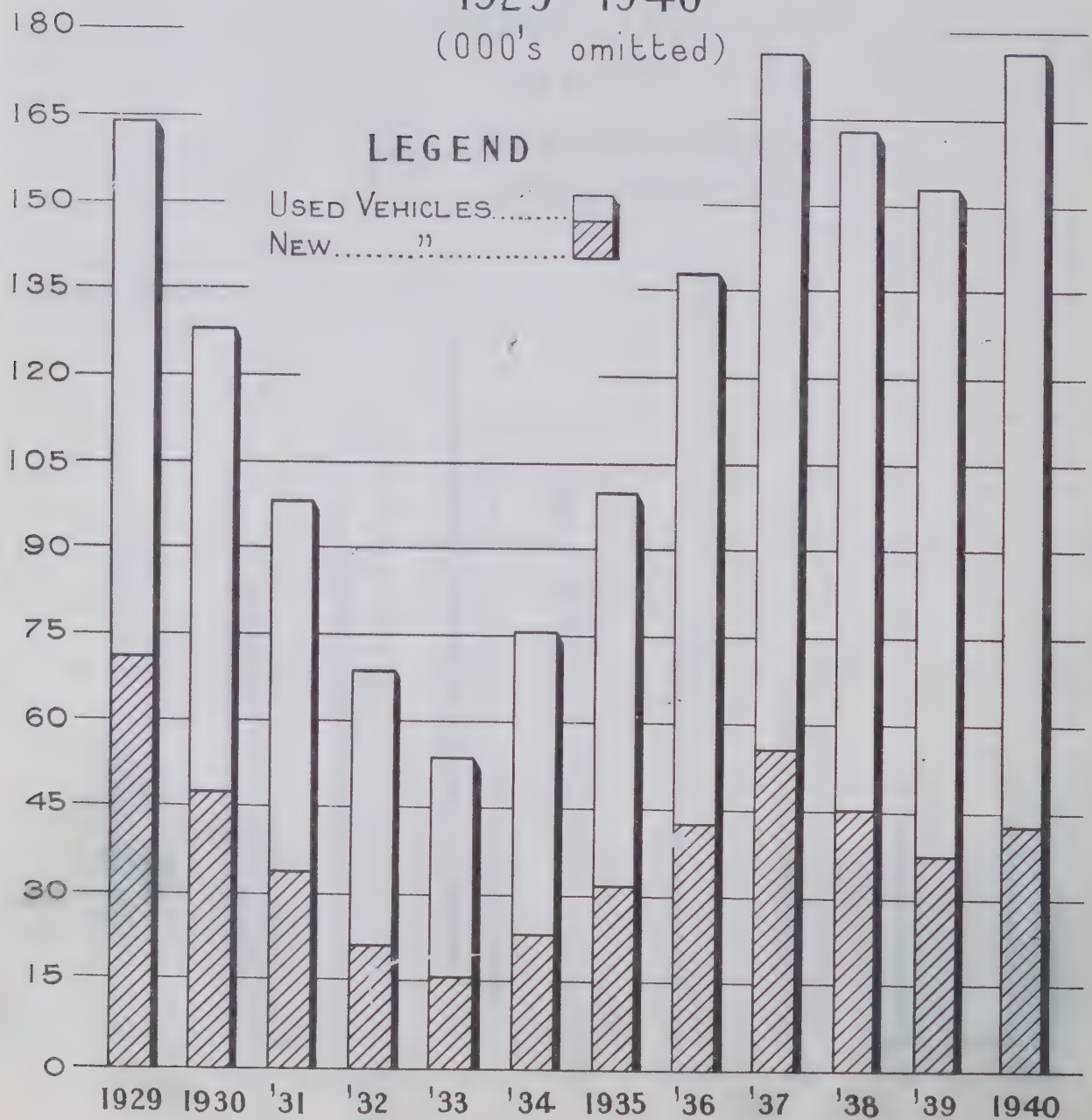
TRUCKS and BUSES.....
PASSENGER CARS.....



NUMBER OF MOTOR VEHICLE SALES FINANCED IN CANADA

1929 - 1940

(000's omitted)



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Table 1.—Summary of New Motor Vehicle Sales in Canada, by Years, 1933-1940

Year	Total Vehicles			Passenger Cars			Trucks and Buses		
	Number	Retail Value		Number	Retail Value		Number	Retail Value	
		Total	Average per Vehicle		Total	Average per Vehicle		Total	Average per Vehicle
1933	Number or Amount .. Per cent. 45,332 100.0	\$ 45,450,230 100.0	\$ 1,003	39,568 87.3	\$ 39,692,630 87.3	\$ 1,003	5,764 12.7	\$ 5,757,600 12.7	\$ 999
1934	Number or Amount .. Per cent. 73,358 100.0	\$ 75,785,461 100.0	\$ 1,033	61,503 83.8	\$ 63,566,402 83.9	\$ 1,034	11,855 16.2	\$ 12,219,059 16.1	\$ 1,031
1935	Number or Amount .. Per cent. 101,461 100.0	\$ 101,742,449 100.0	\$ 1,003	83,242 82.0	\$ 83,429,114 82.0	\$ 1,002	18,219 18.0	\$ 18,213,335 18.0	\$ 1,005
1936	Number or Amount .. Per cent. 113,314 100.0	\$ 117,582,796 100.0	\$ 1,038	92,287 81.4	\$ 95,403,199 81.1	\$ 1,034	21,027 18.6	\$ 22,179,597 18.9	\$ 1,055
1937	Number or Amount .. Per cent. 144,441 100.0	\$ 149,170,527 100.0	\$ 1,033	114,275 79.1	\$ 116,886,334 78.4	\$ 1,023	30,166 20.9	\$ 32,284,193 21.6	\$ 1,070
1938	Number or Amount .. Per cent. 121,165 100.0	\$ 135,011,908 100.0	\$ 1,114	95,751 79.0	\$ 105,006,462 77.8	\$ 1,097	25,414 21.0	\$ 30,005,446 22.2	\$ 1,181
1939	Number or Amount .. Per cent. 114,747 100.0	\$ 125,967,521 100.0	\$ 1,093	90,054 78.5	\$ 97,131,128 77.1	\$ 1,079	24,693 21.5	\$ 28,836,393 22.9	\$ 1,168
1940	Number or Amount .. Per cent. 130,552 100.0	\$ 148,845,278 100.0	\$ 1,140	101,789 78.0	\$ 114,928,833 77.2	\$ 1,129	28,763 22.0	\$ 33,916,445 22.8	\$ 1,179

Table 2.—Summary of New Motor Vehicle Sales in Canada, by Provinces, 1940

Province	Total Vehicles			Passenger Cars			Trucks and Buses		
	Number	Retail Value		Number	Retail Value		Number	Retail Value	
		Total	Average per Vehicle		Total	Average per Vehicle		Total	Average per Vehicle
Maritime Provinces, Number or Amount ... Per cent .	10,941 100.0	\$12,090,211 100.0	\$ 1,105	7,899 72.2	\$ 8,692,036 71.9	\$ 1,100	3,042 27.8	\$ 3,398,175 28.1	\$ 1,117
Quebec, Number or Amount ... Per cent .	23,284 100.0	\$27,549,952 100.0	\$ 1,183	13,220 78.3	\$21,375,613 77.6	\$ 1,173	5,064 21.7	\$ 6,174,339 22.4	\$ 1,219
Ontario, Number or Amount ... Per cent .	58,104 100.0	\$66,599,861 100.0	\$ 1,146	48,777 83.9	\$55,103,911 82.7	\$ 1,130	9,327 16.1	\$11,495,950 17.3	\$ 1,233
Manitoba, Number or Amount ... Per cent .	7,715 100.0	\$ 8,562,617 100.0	\$ 1,110	5,819 75.4	\$ 6,439,292 75.2	\$ 1,107	1,896 24.6	\$ 2,125,325 24.8	\$ 1,120
Saskatchewan, Number or Amount ... Per cent .	11,599 100.0	\$12,597,406 100.0	\$ 1,086	6,936 59.8	\$ 7,554,346 60.0	\$ 1,089	4,663 40.2	\$ 5,043,060 40.0	\$ 1,082
Alberta, Number or Amount ... Per cent .	10,191 100.0	\$11,336,768 100.0	\$ 1,112	7,264 71.3	\$ 8,026,323 70.9	\$ 1,106	2,927 28.7	\$ 3,300,445 29.1	\$ 1,128
British Columbia, Number or Amount ... Per cent .	8,718 100.0	\$10,108,463 100.0	\$ 1,159	6,874 78.8	\$ 7,727,312 76.4	\$ 1,124	1,844 21.2	\$ 2,381,151 23.6	\$ 1,291

Table 3.--New Motor Vehicle Sales, in Canada, by Provinces, 1939 and 1940.

Province	Number of Vehicles			Retail Value		
	1939	1940	% Change, 1940/1939	1939	1940	% Change, 1940/1939

Passenger Cars

				\$	\$	
CANADA	90,054	101,789	+ 13.0	97,131,128	114,928,833	+ 18.3
Maritimes	6,982	7,899	+ 13.1	7,320,298	8,692,036	+ 18.7
Quebec	16,700	18,220	+ 9.1	18,916,795	21,375,613	+ 13.0
Ontario	41,544	48,777	+ 17.4	44,707,338	55,103,911	+ 23.3
Manitoba	5,287	5,819	+ 10.1	5,641,396	6,439,292	+ 14.1
Saskatchewan	5,971	6,936	+ 16.2	6,222,402	7,554,346	+ 21.4
Alberta	7,361	7,264	- 1.3	7,702,224	8,036,323	+ 4.3
British Columbia.	6,209	6,874	+ 10.7	6,620,675	7,727,312	+ 16.7

Trucks and Buses

				\$	\$	
CANADA	24,693	28,763	+ 16.5	28,836,393	33,916,445	+ 17.6
Maritimes	2,586	3,042	+ 27.5	2,553,888	3,398,175	+ 33.1
Quebec	4,629	5,064	+ 9.4	5,691,830	6,174,339	+ 8.5
Ontario	8,631	9,327	+ 8.1	10,481,209	11,495,950	+ 9.7
Manitoba	1,483	1,896	+ 27.8	1,595,900	2,123,325	+ 33.0
Saskatchewan	2,970	4,663	+ 57.0	3,108,777	5,043,060	+ 62.2
Alberta	2,929	2,927	- 0.1	3,348,194	3,300,445	- 1.4
British Columbia.	1,665	1,844	+ 10.8	2,056,595	2,381,151	+ 15.8

Total Vehicles

				\$	\$	
CANADA	114,747	130,552	+ 13.8	125,967,521	148,845,278	+ 18.2
Maritimes	9,368	10,941	+ 16.8	9,874,186	12,090,211	+ 22.4
Quebec	21,329	23,284	+ 9.2	24,608,625	27,549,952	+ 12.0
Ontario	50,175	58,104	+ 15.8	55,188,547	66,599,861	+ 20.7
Manitoba	6,770	7,715	+ 14.0	7,237,296	8,562,617	+ 18.3
Saskatchewan	8,941	11,599	+ 29.7	9,331,179	12,597,406	+ 35.0
Alberta	10,290	10,191	- 1.0	11,050,418	11,336,768	+ 2.6
British Columbia.	7,874	8,718	+ 10.7	8,677,270	10,108,463	+ 16.5

Table 4. --Percentage Distribution of New Motor Vehicle Sales,
by Provinces, 1934 - 1940

Province	1934	1935	1936	1937	1938	1939	1940
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Passenger Cars

CANADA	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	8.5	6.9	7.2	8.1	7.4	7.8	7.8
Quebec	17.3	17.3	19.6	19.8	19.0	18.5	17.9
Ontario	53.2	53.3	50.3	48.5	49.6	46.1	47.9
Manitoba	4.8	5.2	4.7	5.4	5.8	5.9	5.7
Saskatchewan	3.5	3.9	4.5	5.0	3.9	6.6	6.8
Alberta	6.4	6.8	5.9	6.0	7.9	8.2	7.1
British Columbia	6.3	6.6	7.8	7.2	6.4	6.9	6.8

Trucks and Buses

CANADA	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	10.5	11.1	12.3	12.5	9.9	9.7	10.6
Quebec	17.5	18.0	18.4	22.5	19.4	18.7	17.6
Ontario	43.5	40.9	39.4	37.1	35.4	35.0	32.4
Manitoba	7.1	7.5	7.1	7.4	8.7	6.0	6.6
Saskatchewan	3.2	4.4	5.3	4.6	7.9	12.0	16.2
Alberta	9.5	8.6	8.0	7.1	11.8	11.9	10.2
British Columbia	8.7	9.5	9.5	8.8	6.9	6.7	6.4

Total Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	8.8	7.6	8.2	9.0	7.9	8.2	8.4
Quebec	17.4	17.5	19.4	20.4	19.1	18.6	17.8
Ontario	51.6	51.1	48.2	46.2	46.7	43.7	44.5
Manitoba	5.2	5.6	5.1	5.8	6.4	5.9	5.9
Saskatchewan	3.4	4.0	4.7	4.9	4.7	7.8	8.9
Alberta	6.9	7.1	6.3	6.2	8.7	9.0	7.8
British Columbia	6.7	7.1	8.1	7.5	6.5	6.8	6.7

Table 5.—New Motor Vehicle Sales in Canada, by Months, 1939 and 1940.

Month	Number			Retail Value		
	1939	1940	% Change, 1940/1939	1939	1940	% Change, 1940/1939
				\$	\$	
Passenger Cars						
Totals	90,054	101,789	+ 13.0	97,131,128	114,928,833	+ 18.5
January	4,795	6,738	+ 40.5	5,208,101	7,432,432	+ 42.7
February	4,507	7,780	+ 72.6	4,824,522	8,575,959	+ 77.8
March	7,998	10,481	+ 31.0	8,551,808	11,509,313	+ 34.6
April	14,255	15,453	+ 8.4	15,199,487	16,971,449	+ 11.7
May	14,334	16,646	+ 16.1	15,322,041	18,245,541	+ 19.1
June	8,620	12,604	+ 46.2	9,117,587	13,924,757	+ 52.7
July	5,826	4,542	- 22.0	6,169,562	5,177,521	- 16.1
August	3,672	2,755	- 25.0	3,951,690	3,247,281	- 17.8
September	4,948	3,572	- 27.8	5,447,746	4,372,197	- 19.7
October	5,682	4,827	- 15.0	6,252,431	5,820,735	- 6.9
November	7,613	7,616	(x)	8,517,726	9,101,223	+ 6.9
December	7,804	8,775	+ 12.4	8,568,427	10,550,425	+ 23.1

Trucks and Buses

Totals	24,693	28,763	+ 16.5	28,836,393	33,916,445	+ 17.6
January	1,140	2,036	+ 78.6	1,414,762	2,459,831	+ 73.9
February	1,185	2,054	+ 73.3	1,519,869	2,395,588	+ 57.6
March	2,195	2,515	+ 14.6	2,567,669	2,875,350	+ 12.0
April	3,113	3,381	+ 8.6	3,553,479	3,866,451	+ 8.8
May	3,503	3,961	+ 13.1	3,982,821	4,557,609	+ 14.4
June	2,338	2,950	+ 26.2	2,740,190	3,401,780	+ 24.1
July	2,057	2,276	+ 10.6	2,325,584	2,585,809	+ 11.2
August	2,494	2,244	- 10.0	2,803,982	2,587,693	- 7.7
September	1,808	2,011	+ 11.2	2,177,209	2,404,089	+ 10.4
October	1,219	1,665	+ 36.6	1,502,242	2,155,441	+ 43.5
November	1,601	1,525	- 4.7	1,873,263	1,985,032	+ 6.0
December	2,040	2,145	+ 5.1	2,375,323	2,641,772	+ 11.2

Total Vehicles

Totals	114,747	130,552	+ 13.8	125,967,521	148,845,278	+ 18.2
January	5,935	8,774	+ 47.8	6,622,863	9,892,263	+ 49.4
February	5,692	9,834	+ 72.8	6,344,391	10,971,547	+ 72.9
March	10,193	12,996	+ 27.5	11,119,477	14,384,663	+ 29.4
April	17,368	18,834	+ 8.4	18,752,966	20,837,900	+ 11.1
May	17,837	20,607	+ 15.5	19,304,862	22,803,150	+ 18.1
June	10,958	15,554	+ 41.9	11,857,777	17,326,537	+ 46.1
July	7,883	6,818	- 13.5	8,495,146	7,763,330	- 8.6
August	6,166	4,999	- 18.9	6,755,672	5,834,974	- 13.6
September	6,756	5,583	- 17.4	7,624,955	6,776,286	- 11.1
October	6,901	6,492	- 5.9	7,754,673	7,976,176	+ 2.9
November	9,214	9,141	- 0.8	10,390,989	11,086,255	+ 6.7
December	9,844	10,920	+ 10.9	10,945,750	13,192,197	+ 20.5

(x) Change is less than 0.1 per cent.

Table 6.---New Motor Vehicle Sales, by Provinces and Months, 1940

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
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Passenger Cars

Total	101,789	7,899	18,220	48,777	5,819	6,936	7,264	6,874
January	6,738	392	856	3,363	562	439	607	519
February	7,780	365	1,384	3,781	525	487	584	654
March	10,481	845	1,808	5,134	612	677	697	698
April	15,453	1,742	3,328	6,600	988	974	838	983
May	16,646	1,580	2,690	8,096	964	1,379	1,209	728
June	12,604	856	2,076	5,995	724	961	1,081	911
July	4,542	386	1,519	1,535	159	328	252	363
August	2,755	257	546	1,183	174	207	173	215
September	3,572	314	445	1,850	197	256	268	242
October	4,827	352	724	2,597	192	332	318	312
November	7,616	496	1,321	4,008	309	435	536	511
December	8,775	314	1,523	4,635	403	461	701	738

Trucks and Buses

Total	28,763	3,042	5,064	9,327	1,896	4,663	2,927	1,844
January	2,036	220	283	744	201	251	183	154
February	2,054	297	227	760	200	186	198	186
March	2,515	326	381	935	153	244	264	212
April	3,381	468	702	1,068	206	495	246	196
May	3,961	530	847	1,179	254	594	362	195
June	2,950	285	596	999	173	429	282	186
July	2,276	143	620	689	128	423	157	116
August	2,244	160	252	455	132	755	381	109
September	2,011	145	284	382	118	682	287	113
October	1,665	142	285	532	125	281	186	114
November	1,525	127	244	588	93	164	189	120
December	2,145	199	343	993	113	159	192	143

(Concluded on Page 14.)

Table 6. New Motor Vehicle Sales, by Provinces and Months, 1940.
(Concluded)

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total	130,552	10,941	23,284	58,104	7,715	11,599	10,191	8,718
January	8,774	612	1,139	4,107	763	690	790	673
February	9,834	662	1,511	4,541	725	673	782	840
March	12,996	1,171	2,189	6,069	775	921	961	910
April	18,834	2,210	4,030	7,638	1,194	1,439	1,084	1,179
May	20,607	2,110	3,537	9,275	1,218	1,973	1,571	923
June	15,554	1,141	2,672	6,994	897	1,390	1,162	1,097
July	6,818	529	2,139	2,224	287	751	409	479
August	4,999	417	798	1,638	306	962	554	324
September	5,583	459	729	2,232	315	938	555	355
October	6,492	494	1,009	3,129	317	613	504	426
November	9,141	623	1,565	4,596	402	590	725	631
December	10,920	513	1,866	5,631	516	620	893	881

Total Vehicles

Table 7. Summary of Motor Vehicle Financing in Canada, by Years, 1930 - 1940.

Year	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number Financed	Amount Total	Average per Vehicle	Number Financed	Amount Total	Average per Vehicle	Number Financed	Amount Total	Average per Vehicle
1930	Number or Amount .. Per cent.			47,961 37.4	\$28,610,731 45.4	\$597	80,353 62.6	\$34,367,443 54.6	\$428
1931	Number or Amount .. Per cent.			33,988 34.5	\$20,869,547 49.8	\$614	64,635 65.5	\$21,071,707 50.2	\$326
1932	Number or Amount .. Per cent.			21,293 30.7	\$12,741,179 49.3	\$598	47,998 69.3	\$13,123,694 50.7	\$273
1933	Number or Amount .. Per cent.			15,880 29.3	\$10,030,368 49.8	\$632	38,358 70.7	\$10,128,420 50.2	\$264
1934	Number or Amount .. Per cent.			23,264 30.5	\$16,364,735 54.4	\$703	52,906 69.5	\$13,726,728 45.6	\$259
1935	Number or Amount .. Per cent.			31,950 31.9	\$22,410,656 55.7	\$701	68,228 68.1	\$17,840,865 44.3	\$261
1936	Number or Amount .. Per cent.			42,863 31.2	\$29,887,861 54.5	\$697	94,651 68.8	\$24,971,951 45.5	\$264
1937	Number or Amount .. Per cent.			56,247 31.6	\$40,664,675 53.6	\$723	121,651 68.4	\$35,185,498 46.4	\$289
1938	Number or Amount .. Per cent.			45,267 23.8	\$33,701,624 48.4	\$745	117,456 72.2	\$35,984,229 51.6	\$306
1939	Number or Amount .. Per cent.			37,320 24.4	\$27,852,627 44.4	\$746	115,787 75.6	\$34,916,119 55.6	\$302
1940	Number or Amount .. Per cent.			42,982 24.3	\$33,473,397 44.5	\$779	133,596 75.7	\$41,762,396 55.5	\$313

Table 8.—Summary of Motor Vehicle Financing, by Provinces, 1940

Province	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number Financed	Amount of Financing	Average per Vehicle	Number Financed	Amount of Financing	Average per Vehicle	Number Financed	Amount of Financing	Average per Vehicle
CANADA, Number or Amount Per cent	176,578 100.0	\$75,235,793 100.0	\$426	42,982 24.3	\$33,473,397 44.5	\$779	133,596 75.7	\$41,762,396 55.5	\$313
Maritimes, Number or Amount Per cent	13,092 100.0	\$5,513,923 100.0	\$421	2,864 21.9	\$2,414,445 43.8	\$843	10,228 78.1	\$3,099,478 56.2	\$303
Quebec, Number or Amount Per cent	25,877 100.0	\$12,485,721 100.0	\$483	7,544 29.2	\$6,347,648 50.8	\$841	18,333 70.8	\$6,138,073 49.2	\$335
Ontario, Number or Amount Per cent	79,873 100.0	\$30,680,598 100.0	\$384	16,486 20.6	\$12,546,427 40.9	\$761	63,387 79.4	\$18,134,171 59.1	\$286
Manitoba & Saskat- chewan, Number or Amount Per cent	26,243 100.0	\$12,157,420 100.0	\$463	8,596 32.8	\$6,191,651 50.9	\$720	17,647 67.2	\$5,965,769 49.1	\$338
Alberta, Number or Amount Per cent	16,760 100.0	\$7,831,937 100.0	\$467	4,825 28.8	\$3,634,693 46.4	\$753	11,935 71.2	\$4,197,244 53.6	\$352
British Columbia, Number or Amount Per cent	14,733 100.0	\$6,536,194 100.0	\$446	2,667 18.1	\$2,338,533 35.6	\$877	12,066 81.9	\$4,227,661 64.4	\$350

Table 9.- Motor Vehicle Financing, by Provinces, 1939 and 1940

Province	Number of Vehicles			Amount of Financing		
	1939	1940	% Change, 1940/1939	1939	1940	% Change, 1940/1939
				\$	\$	

New Vehicles

CANADA	37,320	42,982	+ 15.2	27,852,627	33,473,397	+ 20.2
Maritimes	2,325	2,864	+ 23.2	1,870,926	2,414,445	+ 29.1
Quebec	6,994	7,544	+ 7.9	5,582,736	6,347,648	+ 13.7
Ontario	14,144	16,486	+ 16.6	10,250,669	12,546,427	+ 22.4
Manitoba and Saskatchewan .	6,167	8,596	+ 38.9	4,239,978	6,191,651	+ 46.0
Alberta	5,023	4,825	- 3.9	3,647,892	3,634,693	- 0.4
British Columbia	2,647	2,667	+ 0.8	2,260,426	2,338,533	+ 3.5

Used Vehicles

CANADA	115,787	133,596	+ 15.4	34,916,119	41,762,396	+ 19.6
Maritimes	8,549	10,228	+ 19.6	2,554,944	3,099,478	+ 21.3
Quebec	16,847	18,333	+ 8.8	5,481,783	6,138,073	+ 12.0
Ontario	53,114	63,387	+ 19.3	14,789,173	18,134,171	+ 22.6
Manitoba and Saskatchewan .	15,021	17,647	+ 17.5	4,710,641	5,965,769	+ 26.6
Alberta	11,163	11,935	+ 6.9	3,750,048	4,197,244	+ 11.9
British Columbia	11,093	12,066	+ 8.8	3,629,530	4,227,661	+ 16.5

Total - New and Used Vehicles

CANADA	153,107	176,578	+ 15.3	62,768,746	75,235,793	+ 19.9
Maritimes	10,874	13,092	+ 20.4	4,425,870	5,513,923	+ 24.6
Quebec	23,841	25,877	+ 8.5	11,064,519	12,485,721	+ 12.8
Ontario	67,258	79,873	+ 18.8	25,039,842	30,680,598	+ 22.5
Manitoba and Saskatchewan .	21,208	26,243	+ 23.7	8,950,619	12,157,420	+ 35.8
Alberta	16,186	16,760	+ 3.5	7,397,940	7,831,937	+ 5.9
British Columbia	13,740	14,733	+ 7.2	5,889,956	6,566,194	+ 11.5

Table 10.—Percentage Distribution of Motor Vehicle Financing,
by Provinces, 1938, 1939 and 1940

Province	Number of Vehicles			Amount of Financing		
	1938	1939	1940	1938	1939	1940

New Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	6.4	6.2	6.7	6.7	6.7	7.2
Quebec	19.0	18.7	17.6	20.5	20.1	19.0
Ontario	42.4	37.9	38.3	41.1	36.8	37.5
Manitoba and Saskatchewan ...	14.4	16.6	20.0	13.6	15.2	18.5
Alberta	11.6	12.5	11.2	11.2	13.1	10.8
British Columbia .	6.2	7.1	6.2	6.9	8.1	7.0

Used Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	6.9	7.4	7.7	7.0	7.3	7.4
Quebec	15.4	14.5	13.7	17.1	15.7	14.7
Ontario	49.3	45.9	47.5	45.9	42.4	43.4
Manitoba and Saskatchewan ...	11.2	13.0	13.2	11.5	13.5	14.3
Alberta	8.5	9.6	8.9	9.0	10.7	10.1
British Columbia .	8.7	9.6	9.0	9.5	10.4	10.1

Total - New and Used Vehicles

CANADA	100.0	100.0	100.0	100.0	100.0	100.0
Maritimes	6.8	7.1	7.4	6.9	7.1	7.3
Quebec	16.4	15.6	14.7	18.7	17.6	16.6
Ontario	47.4	43.9	45.2	43.6	39.9	40.8
Manitoba and Saskatchewan ...	12.1	13.8	14.9	12.5	14.2	16.2
Alberta	9.3	10.6	9.5	10.1	11.8	10.4
British Columbia .	8.0	9.0	8.3	8.2	9.4	8.7

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Table 11. Motor Vehicle Financing in Canada, by Months, 1939 and 1940

Month	Number of Vehicles			Amount of Financing		
	1939	1940	% Change, 1940/1939	1939	1940	% Change, 1940/1939
				\$	\$	
<u>New Vehicles</u>						
Totals	37,320	42,982	+ 15.2	27,852,627	33,473,397	+ 20.2
January	1,721	2,454	+ 42.6	1,247,446	1,834,988	+ 47.1
February	1,663	2,598	+ 56.2	1,271,563	1,963,864	+ 54.4
March	2,642	3,508	+ 32.8	1,963,902	2,590,162	+ 31.9
April	4,688	5,673	+ 21.0	3,372,364	4,201,659	+ 24.6
May	6,046	6,668	+ 10.3	4,515,982	5,041,701	+ 11.6
June	4,209	5,292	+ 25.7	3,246,659	3,979,592	+ 22.6
July	3,145	2,845	- 9.5	2,405,739	2,301,572	- 4.3
August	2,992	2,494	- 16.6	2,267,915	1,973,436	- 13.0
September	2,405	2,477	+ 3.0	1,793,221	2,015,926	+ 12.4
October	2,472	2,638	+ 6.7	1,749,308	2,156,746	+ 23.3
November	2,618	2,962	+ 13.1	1,908,245	2,571,930	+ 34.8
December	2,719	3,373	+ 24.1	2,110,283	2,841,821	+ 34.7

<u>Used Vehicles</u>						
Totals	115,787	133,596	+ 15.4	34,916,119	41,762,396	+ 19.6
January	4,814	5,615	+ 16.6	1,562,067	1,793,219	+ 14.8
February	5,234	6,934	+ 32.5	1,648,774	2,223,756	+ 34.9
March	7,834	9,174	+ 17.1	2,386,624	2,820,514	+ 18.2
April	11,535	14,031	+ 21.6	3,540,931	4,316,435	+ 21.9
May	15,881	17,621	+ 11.0	4,832,390	5,388,290	+ 11.5
June	14,506	15,867	+ 9.4	4,259,442	4,860,525	+ 14.1
July	12,656	14,661	+ 15.8	3,702,965	4,463,334	+ 20.5
August	11,202	12,145	+ 8.4	3,354,598	3,740,564	+ 11.5
September	7,778	10,512	+ 35.2	2,329,244	3,258,877	+ 39.9
October	9,228	10,576	+ 14.6	2,710,322	3,312,672	+ 22.2
November	8,025	9,077	+ 13.1	2,397,918	2,933,677	+ 22.3
December	7,094	7,383	+ 4.1	2,190,844	2,650,533	+ 21.0

<u>Total - New and Used Vehicles</u>						
Totals	153,107	176,578	+ 15.3	62,768,746	75,235,793	+ 19.9
January	6,535	8,069	+ 23.5	2,809,513	3,628,207	+ 29.1
February	6,897	9,532	+ 38.2	2,920,337	4,187,620	+ 43.4
March	10,476	12,682	+ 21.1	4,350,526	5,410,676	+ 24.4
April	16,223	19,704	+ 21.5	6,913,295	8,518,094	+ 23.2
May	21,927	24,289	+ 10.8	9,348,372	10,429,991	+ 11.6
June	18,715	21,159	+ 13.1	7,506,101	8,840,117	+ 17.8
July	15,801	17,506	+ 10.8	6,108,704	6,764,906	+ 10.7
August	14,194	14,639	+ 3.1	5,622,513	5,714,000	+ 1.6
September	10,183	12,989	+ 27.6	4,122,465	5,274,803	+ 28.0
October	11,700	13,214	+ 12.9	4,459,630	5,469,418	+ 22.6
November	10,643	12,039	+ 13.1	4,306,163	5,505,607	+ 27.9
December	9,813	10,756	+ 9.6	4,301,127	5,492,354	+ 27.7

Table 12.—Sales and Financing of New Motor Vehicles Compared,
by Provinces and Months, 1940

Month	CANADA						Maritime Provinces						Quebec						Ontario					
	Sold			Financed			Sold			Financed			Sold			Financed			Sold			Financed		
	Number	Number	% of Sold	Number	Number	% of Sold	Number	Number	% of Sold	Number	Number	% of Sold	Number	Number	% of Sold	Number	Number	% of Sold	Number	Number	% of Sold	Number	Number	% of Sold
Totals ...	130,552	42,982	32.9	612	10,941	23.5	144	2,864	26.2	23,284	7,544	32.4	58,104	16,486	28.4	975	4,107	28.9	4,541	1,058	23.3	1,381	2,135	27.8
January	8,774	2,454	28.0	662	1,171	22.2	147	204	17.4	1,611	379	23.5	4,541	1,058	23.3	329	565	25.8	6,069	2,425	26.1	1,048	2,023	28.9
February	9,834	2,598	26.4	662	2,210	30.1	147	204	17.4	1,611	379	23.5	4,541	1,058	23.3	329	565	25.8	6,069	2,425	26.1	1,048	2,023	28.9
March	12,996	3,508	27.0	1,171	2,210	30.1	204	424	19.2	2,189	1,262	31.3	7,668	2,135	27.8	565	1,415	40.0	9,275	2,023	21.0	1,638	818	49.9
April	18,834	5,673	30.1	2,210	2,110	32.4	424	586	27.8	4,030	1,415	40.0	9,275	2,023	21.0	1,415	890	33.3	6,994	2,224	21.0	1,638	818	49.9
May	20,607	6,668	32.4	2,110	1,141	32.7	586	373	32.7	3,537	2,672	21.0	6,994	2,224	21.0	890	449	51.3	2,232	789	35.3	1,024	1,292	28.1
June	15,554	5,292	34.0	1,141	529	37.2	373	204	38.6	2,672	2,139	47.7	5,631	1,518	27.0	449	409	43.2	4,596	1,292	28.1	1,518	2,023	28.9
July	6,818	2,845	41.7	529	417	29.2	204	155	27.7	2,139	798	32.8	5,631	1,518	27.0	409	348	29.4	4,596	1,292	28.1	1,518	2,023	28.9
August	4,999	2,494	49.9	417	459	24.6	155	134	39.6	798	729	45.9	5,631	1,518	27.0	348	436	43.2	4,596	1,292	28.1	1,518	2,023	28.9
September	5,583	2,477	44.4	459	494	30.9	134	137	24.6	729	1,009	47.7	5,631	1,518	27.0	436	514	29.4	4,596	1,292	28.1	1,518	2,023	28.9
October	6,492	2,638	40.6	494	623	30.9	137	153	39.6	1,009	1,565	47.7	5,631	1,518	27.0	514	548	29.4	4,596	1,292	28.1	1,518	2,023	28.9
November	9,141	2,962	32.4	623	513	30.9	153	203	39.6	1,565	1,866	47.7	5,631	1,518	27.0	548			4,596	1,292	28.1	1,518	2,023	28.9
December	10,920	3,373	30.9	513	419	36.9	203	893	45.9	1,866	410	45.9												

Month	Man. and Sask.						Alberta						British Columbia					
	Sold			Financed			Sold			Financed			Sold			Financed		
	Number	Number	% of Sold	Number	Number	% of Sold	Number	Number	% of Sold	Number	Number	% of Sold	Number	Number	% of Sold	Number	Number	% of Sold
Totals	19,314	8,596	44.5	477	10,191	47.3	353	4,825	44.7	8,718	2,667	30.6	176	228	26.2	228	268	29.5
January	1,453	477	32.8	450	790	44.7	336	353	43.0	673	176	26.2	228	268	29.5	228	268	29.5
February	1,398	450	32.2	692	961	41.4	398	412	38.0	910	309	34.3	268	317	34.3	268	317	34.3
March	1,696	692	40.8	1,131	1,084	43.5	683	637	46.7	923	317	34.3	268	317	34.3	268	317	34.3
April	2,663	1,242	38.9	1,242	1,571	46.7	683	637	46.7	923	317	34.3	268	317	34.3	268	317	34.3
May	3,191	1,024	44.8	1,024	1,363	40.9	683	637	46.7	923	317	34.3	268	317	34.3	268	317	34.3
June	2,287	633	61.0	633	409	55.4	637	330	80.7	479	181	37.8	268	317	34.3	268	317	34.3
July	1,038	644	50.8	644	554	55.5	637	330	80.7	479	181	37.8	268	317	34.3	268	317	34.3
August	1,268	782	62.4	782	555	50.4	644	301	54.2	324	137	42.3	268	317	34.3	268	317	34.3
September	1,253	596	64.1	596	504	44.8	782	309	61.3	355	123	34.6	268	317	34.3	268	317	34.3
October	930	506	50.5	506	725	89.3	596	325	44.8	426	136	31.9	268	317	34.3	268	317	34.3
November	1,001	419	36.9	419	893	45.9	506	410	45.9	631	172	27.3	268	317	34.3	268	317	34.3
December	1,136	419	36.9	419	893	45.9	419	410	45.9	881	275	31.2	268	317	34.3	268	317	34.3

Table 13.--Sales and Financing of Sales of New Motor Vehicles
in Canada Compared-- 1932 - 1940

Year	Sales of New Vehicles		Financing of Sales of New Motor Vehicles			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
1932	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933	45,332	45,450,230	15,880	35.0	10,030,368	22.1
1934	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936	113,314	117,582,796	42,863	37.8	29,887,861	25.4
1937	144,441	149,170,527	56,247	38.9	40,664,675	27.3
1938	121,165	135,011,908	45,267	37.4	33,701,624	25.0
1939	114,747	125,967,521	37,320	32.5	27,852,627	22.1
1940	130,552	148,845,278	42,982	32.9	33,473,397	22.5

Table 14.--Sales and Financing of Sales of New Motor Vehicles
Compared by Provinces, 1940

Year	Sales of New Vehicles		Financing of Sales of New Motor Vehicles			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
CANADA, Total	130,552	148,845,278	42,982	32.9	33,473,397	22.5
Maritimes ...	10,941	12,090,211	2,864	26.2	2,414,445	20.0
Quebec	23,284	27,549,952	7,544	32.4	6,347,648	23.0
Ontario	58,104	66,599,861	16,486	28.4	12,546,427	18.8
Manitoba and Saskatchewan	19,314	21,160,023	8,596	44.5	6,191,651	29.3
Alberta	10,191	11,336,768	4,825	47.3	3,634,693	32.1
British Columbia ...	8,718	10,108,463	2,667	30.6	2,338,533	23.1

List of Manufacturers Reporting New Motor Vehicle
Sales in Canada

1. The Austin Motor Company Limited
2. Chrysler Corporation of Canada Limited
3. Diamond T Motor Car Company
4. Federal Motor Truck Company
5. Ford Motor Company of Canada Limited
6. General Motors Products of Canada Limited
7. Graham Paige Motors (Canada) Limited
8. Hayes Manufacturing Company Limited
9. Hudson Motors of Canada Limited
10. Hupp Motor Car Corporation of Canada Limited
11. International Harvester Company of Canada Limited
12. Leyland Motors Limited
13. The Nash Motors Company
14. Packard Motor Car Company of Canada Limited
15. Reo Motor Car Company
16. The Studebaker Corporation
17. The White Company Limited
18. Willys Export Corporation

List of Companies Reporting Financing of Motor Vehicle Sales in Canada

<u>Name of Company</u>	<u>Address</u>	
1. Acme Finance Company	427 Hamilton St.,	Vancouver, B. C.
2. Allan, Killam & McKay, Ltd.,	364 Main St.,	Winnipeg, Man.
3. Alliance Finance Company	37 Bloor St., W.,	Toronto, Ont.
4. Associated Finance Company	447-9 Talbot St.,	London, Ont.
5. Atlas Finance Co., Ltd.,	771 Dunsmuir St.,	Vancouver, B. C.
6. Automobile Finance, Ltd.,	Imperial Bank Bldg.,	Saskatoon, Sask.
7. Black & Armstrong, Ltd.,	200 Toronto General Trusts Bldg.,	Winnipeg, Man.
8. Breen Motor Co., Ltd., The	Main St.,	Winnipeg, Man.
9. British Canadian Finance, Ltd.,	Herald Bldg.,	Lethbridge, Alta.
10. Canada Finance Corp., Ltd.,	304 Grain Exchange Bldg.,	Calgary, Alta.
11. Canadian Acceptance Corp., Ltd.,	44 Victoria St.,	Toronto, Ont.
12. Canadian Fire Insurance Co., The	333 Main St.,	Winnipeg, Man.
13. Canadian Indemnity Company	333 Main St.,	Winnipeg, Man.
14. Canadian Securities Ltd.,	202 Lombard Bldg.,	Winnipeg, Man.
15. Capital Finance & Realty Co., Ltd., The	122 Adelaide St., E.,	Toronto, Ont.
16. Capital Finance Corp., Ltd.,	10158 Jasper Ave.,	Edmonton, Alta.
17. Carnegie Finance & Investment Co., Ltd.,	609 Paris Bldg.,	Winnipeg, Man.
18. Century Credit Corporation	Canada Cement Bldg.,	Montreal, Que.
19. Century Finance Corp., Ltd.,	Merchants Fire Bldg.,	Toronto, Ont.
20. Colonial Finance Corp., Ltd.,	21 Dundas Square,	Toronto, Ont.
21. Columbia Securities, Ltd.,	821 Hall Bldg.,	Vancouver, B. C.
22. Commercial Credit Corp., of Canada, Ltd.,	614 Metropolitan Bldg.,	Toronto, Ont.
23. Commercial Securities Corp., Ltd.,	362 Main Street,	Winnipeg, Man.
24. Consolidated Motors, Ltd.,	229-235 Main St.,	Winnipeg, Man.
25. Crabb and Company Ltd.,	606-607 Avenue Bldg.,	Winnipeg, Man.
26. Danforth Finance Company	898 Danforth Ave.,	Toronto, Ont.
27. Economy Finance Corporation, Ltd.,	331 Bay St.,	Toronto, Ont.
28. Edmonton Credit Co., Ltd.,	Edmonton Credit Bldg.,	Edmonton, Alta.
29. Evans, H.M.E., & Co., Ltd.,	C.P.R. Building,	Edmonton, Alta.
30. Fidelity Trust Co., The	701 Union Trust Bldg.,	Winnipeg, Man.
31. Garry Finance Corporation, Ltd.,	511 Paris Bldg.,	Winnipeg, Man.
32. General Finance Corp., Ltd.,	37 Crown St.,	Quebec, Que.
33. General Motors Acceptance Corp.,		Oshawa, Ont.
34. General Securities, Ltd.,	744 Hastings St., W.,	Vancouver, B. C.
35. Harris Finance Company	211 Canada Bldg.,	Windsor, Ont.
36. Huggard & Co., Ltd.,	1 Somerset Bldg.,	Winnipeg, Man.
37. Industrial Acceptance Corp., Ltd.,	1440 Sun Life Bldg.,	Montreal, Que.
38. Insurance & Discount Corp., Ltd.,	139 Church St.,	Toronto, Ont.
39. Interior Motor Finance Corp., Ltd.,	554 Ward St.,	Nelson, B. C.
40. Inter-Provincial Financiers, Ltd.,	553 Granville St.,	Vancouver, B. C.
41. Island Finances, Ltd.,	1112 Broad St.,	Victoria, B. C.
42. Local Mercantile Corp., Ltd., The	210 Great West Permanent Bldg.,	Winnipeg, Man.
43. MacKinnon, Jas. A., Ltd.,	Bank of Toronto Bldg.,	Edmonton, Alta.
44. Manchester Acceptance Corp., Ltd.,	68 Main St.,	Galt, Ont.
45. Maritime Finance, Ltd.,	452 Barrington St.,	Halifax, N. S.
46. Melvin and Company	Dominion Bank Bldg.,	Calgary, Alta.
47. Monarch Finance & Investments, Ltd.,	814 Canada Bldg.,	Saskatoon, Sask.
48. Motor Agencies, Ltd.,	901 Seymour St.,	Vancouver, B. C.

List of Companies Reporting Financing of Motor Vehicle Sales in
Canada---(Concl'd)

<u>Name of Company</u>		<u>Address</u>
49. Motor Securities Co., Ltd.,	1095 Homer St.,	Vancouver, B. C.
50. Mutual Acceptance Corp., Ltd.,	321-7th Ave., W.,	Calgary, Alta.
51. National Loan & Acceptance Co., Ltd.,	1411 Crescent,	Montreal, Que.
52. Niagara Finance Co., Ltd.,	36 Niagara St.,	Welland, Ont.
53. North West Finance, Ltd.,		Prince Albert, Sask.
54. North West Mortgage Finance Co., Ltd.,		
	411 Paris Bldg.,	Winnipeg, Man.
55. Prudential Finance Corp., Ltd.,	109 King St.,	London, Ont.
56. Rithet Consolidated, Ltd.,	1117 Wharf St.,	Victoria, B. C.
57. Staebler, H. L., Co., Ltd.,	144 King St., W.,	Kitchener, Ont.
58. Standard Finance Corp., Ltd.,	200 Sterling Securities Bldg.,	
		Winnipeg, Man.
59. Sterling Finance Corporation,	430 Tegler Bldg.,	Edmonton, Alta.
60. Sterling Securities Corp., Ltd.,	Rose St., & 11th Ave.,	Regina, Sask.
61. Sutherland, John, & Sons, Ltd.,	Masonic Temple Bldg.,	Guelph, Ont.
62. Strand Finance	749 King St. E.,	Hamilton, Ont.
63. Toole, Peet & Co., Ltd.,	809-2nd St., W.,	Calgary, Alta.
64. Traders Finance Corp., Ltd.,	Canada Permanent Bldg.,	Toronto, Ont.
65. Underwriters Finance Corp., Ltd.,	675 W. Hastings St.,	Vancouver, B. C.
66. Wellington Acceptance Corp., Ltd., The		
	20 Douglas St.,	Guelph, Ont.
67. Western Finance Company	713 Columbia St.,	New Westminster, B.C.
68. Winnipeg Finance & Investment Co.,	364 Main Street,	Winnipeg, Man.
69. Winram Finance, Ltd.,	789 W. Pender St.,	Vancouver, B. C.

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NEW MOTOR VEHICLE SALES

AND

MOTOR VEHICLE FINANCING

IN

CANADA

1946



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1947

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DEFINITIONS

1. RETAIL VALUE: is the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Duty is included in the retail value of imported vehicles. Freight charges from the factory to place of purchase are excluded.
2. COMMERCIAL VEHICLES: is a term which is occasionally used for convenience in some parts of this report and is synonymous with the term "trucks and buses", which is used more frequently. Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.
3. AMOUNT OF FINANCING: is the deferred portion of the purchase price together with finance charges and insurance.

DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS
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SALES AND FINANCING OF MOTOR VEHICLES IN CANADA, 1946

Introduction

With increasing activity in the motor vehicle field, much interest in motor vehicle statistics has been revived in recent months. This report, therefore, summarizes the available data on the retail sales of new motor vehicles and the financing of new and used motor vehicles. Due to the sharp curtailment of motor vehicle distribution during the war years, the publication of annual bulletins was discontinued after that for 1940. The present report contains 1946 results in detail and, for comparative purposes, outlines significant data for past years. Efforts were made, in designing the tables and charts which follow this review, to feature trend information.

Sources and Scope of Statistics

Statistics on new motor vehicle sales are compiled monthly from reports provided by Canadian head offices of companies manufacturing or assembling in Canada, and from external head offices or Canadian distributing centres in the case of imported vehicles. The series was instituted in 1932, but the collection of information was suspended during 1944 and 1945. Records of releases from the Government's reserve bank have been used for these two years to bridge the gap between the former and the present series. In 1946, the Bureau reinstituted monthly statistics on new motor vehicle sales using the same sources as in the earlier period.

Retail deliveries are reported separately for both passenger and commercial vehicles, by provinces. Motor vehicles sold to the Government for war purposes are not included in the published results.

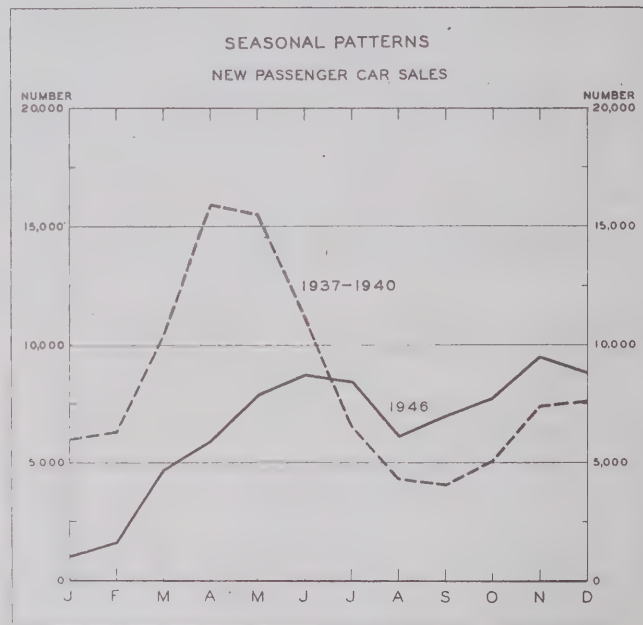
Canadian finance companies report to the Bureau the number and financed value of new and used motor vehicles financed, by provinces, each month. This series has been maintained continuously since 1929. Prior to 1946, no distinction was made between passenger and commercial models, but these are now reported separately and are summarized for 1946 in this publication. Re-financing is not reported.

New Motor Vehicle Sales

Summary of 1946 Results:- In the first full post-war year of new motor vehicle output, sales rose sharply to approach the pre-war level. A total of 120,044 new passenger and commercial vehicles retailed for \$193,329,005 in 1946. The total number of vehicles sold was surpassed only in the years 1937, 1938 and 1940. The peak year in the series was 1937 when 144,441 new vehicles were sold for \$149,170,527. Retail value of the sales made in 1946, however, was far in excess of that for the larger number of vehicles sold in 1937.

Passenger models included in the 1946 totals numbered 77,742 and had a retail value of \$102,325,496. The number of passenger car sales was exceeded in all years from 1935 to 1941, and it was the comparatively high volume of truck and bus sales made in 1946 which raised total volume for last year to the near-peak level. There were 42,302 trucks and buses sold for \$73,003,509 in 1946.

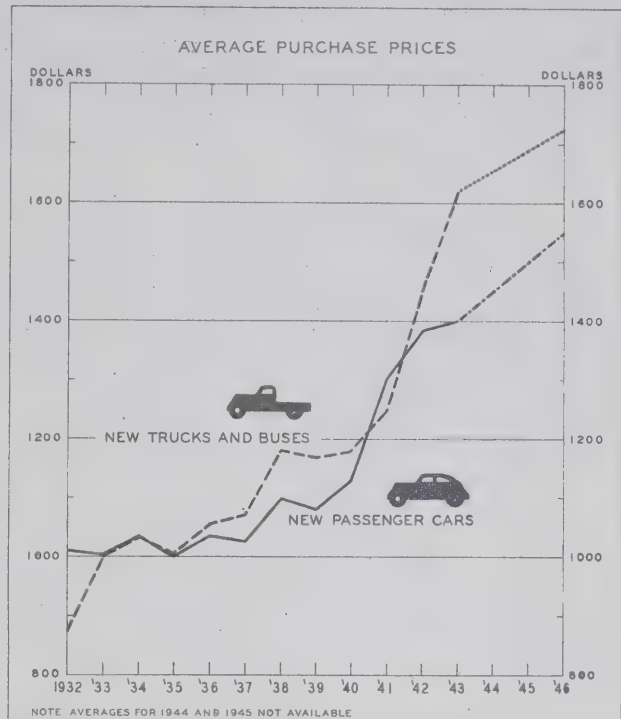
Seasonal Patterns:- The seasonal pattern of sales characteristic of the 1930's, with a high concentration of sales in the months from March to June each year, was not clearly apparent in 1946. In the face of an unprecedented demand, the supply of new vehicles made available was the determining factor in sales. Seasonal influences were of little consequence, therefore, and sales exhibited an upward tendency throughout most of the year. These features are illustrated in the accompanying chart which shows the seasonal pattern of new passenger car sales for 1946 and for the four-year period, 1937-1940. As may be seen from the chart, volume was rather low in the early months of 1946 when production was just getting under way. Steady upward progress was sustained over the year, except for a slackening in the summer months when work stoppages, particularly that in the steel industry, forced a slowdown in motor vehicle production schedules.



Purchase Prices:- The average purchase price of new motor vehicles was considerably higher in 1946 than in any previous year for which a measurement has been made, reaching \$1,548 for passenger cars and \$1,726 for commercial vehicles. In pre-war years, the average selling price of passenger cars had fluctuated within the \$1,000 to \$1,100 range (see accompanying chart). There was a tendency for the average purchase price to move in an upward direction throughout the years 1932 to 1940, but the sharpest rise occurred in 1941 when the average reached \$1,302. Increases were more gradual in 1942 and 1943. No average selling prices of motor cars are available for 1944 and 1945, but in 1946 the figure had moved up to \$1,548.

Prices were undoubtedly considerably higher, even for comparable models, in 1946 than in the late 1930's. However, if a higher proportion of more expensive cars was sold in 1946, increases reflected by the comparative purchase prices mentioned may be affected slightly. Then, too, the price factor has been affected by changes in excise tax rates on new automobiles. Although the high rates in effect during the war were reduced substantially in 1945, they remained in 1946 somewhat above the rates prevailing prior to June, 1940 when the first wartime tax scale increase took place. From May, 1936 to June, 1940, there was no excise tax on vehicles whose net wholesale value was not above \$650, and the tax was but 5% on any excess over \$650. In 1946, there was a straight 10% excise tax on the wholesale net price of all new passenger cars. It is somewhat difficult to determine the comparative effects of these tax rates on prices. On cars which sold for the average price of \$1,100 in 1938, the excise tax would be in the vicinity of \$10.

Of the \$1,550 which was spent on the average new car in 1946, it is estimated that the amount of excise tax included amounted to about \$100.



Since 1932, purchase prices of new trucks and buses have risen more sharply than those for passenger cars. There is, however, a much wider price range in these and at least a part of this increase may be accounted for by greater output of heavier and improved types of transport vehicles, trucks and buses.

Motor Vehicle Financing

With the reappearance of new vehicles on the retail market, operations of finance companies in the motor vehicle field expanded considerably in 1946. Nevertheless, the number of new vehicles financed in 1946 did not approach pre-war volume as closely as did the sales of new vehicles. This condition is largely a reflection of a much higher proportion of cash purchases in 1946 than formerly. It should be pointed out, however, that these statistics do not include transactions in which purchases are facilitated by direct personal loans made by banks, insurance companies or by sources other than automobile finance companies, the effect of which has not been measured.

There were 22,866 new vehicles financed by finance companies to the extent of \$27,978,992 in 1946. Of these, 11,082 were new passenger models having a financed value of \$10,589,544 and 11,784 were trucks and buses which were financed for \$17,389,448. These results represent a sharp upturn from the drastically reduced volume of new vehicle financing in the preceding four years, but totals for 1946 remain considerably lower than in all years of the period from 1934 to 1941.

The average amount of financing per new vehicle was quite high in 1946, standing at \$1,224. Reference to the series for earlier years reveals that the average has in some instances been less than half of this figure. Even in the five years immediately prior to the war the average ranged roughly between \$700 and \$750, although it had already mounted to \$850 by 1941. Averages in some of the war years exceeded that for 1946, but little significance can be attached to these because of the relatively low volume.

The number of used vehicles financed increased only slightly in 1946 over 1945 and remained far below pre-war levels. This situation will continue, no doubt, until such time as production of new vehicles approaches demand and permits freer trading in used vehicles than is possible at present. Used vehicles financed totalled 30,527 units with an amount of financing of \$13,607,573. The greater part, or 22,415 units, were passenger cars which were financed for \$7,478,674.

Sales and Financing of New Vehicles Compared

Only 19 per cent of the new vehicles sold in 1946 were financed by finance companies, the proportion being quite low by pre-war standards. Finance companies customarily financed about 35 per cent of all sales in the 1930's.

In 1946, the only year for which similar relationships can be determined for new passenger and commercial models separately, 14 per cent of new passenger cars and 27 per cent of trucks and buses sold were financed through these organizations.

Table 1.--New Motor Vehicle Sales in Canada by Months, 1946

Month	Total, Cars, Trucks and Buses		Passenger Cars		Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
1946, Total	120,044	193,329,005	77,742	120,325,496	42,302	73,003,509
January	2,756	4,506,772	1,102	1,603,482	1,654	2,903,290
February	3,763	6,096,069	1,609	2,263,836	2,154	3,832,233
March	7,200	10,977,084	4,734	6,713,428	2,466	4,263,656
April	9,645	14,026,067	5,947	8,282,403	3,698	5,743,664
May	12,032	18,339,594	7,919	11,319,112	4,113	7,020,482
June	13,388	20,895,878	8,759	12,903,170	4,629	7,992,708
July	13,705	21,421,047	8,451	12,727,561	5,254	8,693,486
August	9,753	15,978,008	6,121	9,683,660	3,632	6,294,348
September	10,154	17,416,384	7,026	12,079,932	3,128	5,336,452
October	11,462	19,623,097	7,683	12,761,109	3,779	6,861,988
November	13,497	22,481,793	9,537	15,432,954	3,960	7,048,839
December	12,689	21,567,212	8,854	14,554,849	3,835	7,012,363

Table 2.--New Motor Vehicle Sales In Canada, by Provinces, 1946

Province	Total, Cars, Trucks and Buses		Passenger Cars		Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
CANADA	120,044	193,329,005	77,742	120,325,496	42,302	73,003,509
Maritime Provinces ..	10,851	17,173,379	6,388	9,791,974	4,463	7,381,405
Quebec	21,619	36,696,616	14,376	22,897,914	7,243	13,798,702
Ontario	52,780	85,216,085	37,070	57,693,104	15,710	27,522,981
Manitoba	6,439	9,946,720	3,717	5,658,386	2,722	4,288,334
Saskatchewan	9,728	14,563,324	5,140	7,469,957	4,588	7,093,367
Alberta	9,430	14,860,758	5,194	7,807,510	4,236	7,053,248
British Columbia	9,197	14,872,123	5,857	9,006,651	3,340	5,865,472

Table 3.--New Motor Vehicles Sold in Canada, by Provinces and Months, 1946

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Total Vehicles</u>								
1946, Total	120,044	10,851	21,619	52,780	6,439	9,728	9,430	9,197
January	2,756	490	335	1,252	91	180	148	260
February	3,763	242	685	1,876	175	276	320	189
March	7,200	554	1,467	3,289	333	525	591	441
April	9,645	736	1,563	3,991	687	917	900	851
May	12,032	1,466	2,045	4,985	701	1,027	1,013	795
June	13,388	1,173	2,927	5,975	560	895	952	906
July	13,705	1,277	2,427	5,905	706	1,361	989	1,040
August	9,753	820	2,022	4,023	530	840	737	781
September	10,154	1,030	1,789	3,847	692	899	945	952
October	11,462	939	1,992	5,361	625	874	907	764
November	13,497	1,146	2,182	6,575	769	914	878	1,033
December	12,689	978	2,185	5,701	570	1,020	1,050	1,185
<u>Passenger Cars</u>								
1946, Total	77,742	6,388	14,376	37,070	3,717	5,140	5,194	5,857
January	1,102	252	104	568	16	11	22	129
February	1,609	55	230	1,054	79	67	75	49
March	4,734	319	876	2,398	224	267	346	304
April	5,947	367	1,038	2,561	453	523	508	497
May	7,919	896	1,330	3,630	418	592	533	520
June	8,759	672	1,944	4,229	335	461	522	596
July	8,451	703	1,568	3,975	392	678	537	598
August	6,121	528	1,385	2,713	259	413	356	467
September	7,026	686	1,294	2,920	396	532	578	620
October	7,683	551	1,393	4,010	348	445	454	482
November	9,537	744	1,620	4,845	458	543	554	773
December	8,854	615	1,594	4,167	339	608	709	822

Trucks and Buses

1946, Total	42,302	4,463	7,243	15,710	2,722	4,588	4,236	3,340
January	1,654	238	231	684	75	169	126	131
February	2,154	187	455	822	96	209	245	140
March	2,466	235	591	891	109	258	245	137
April	3,698	369	525	1,430	234	394	392	354
May	4,113	570	715	1,355	283	435	480	275
June	4,629	501	983	1,746	225	434	430	310
July	5,254	574	859	1,930	314	683	452	442
August	3,632	292	637	1,310	271	427	381	314
September	3,128	344	495	927	296	367	367	332
October	3,779	388	599	1,351	277	429	453	282
November	3,960	402	562	1,730	311	371	324	260
December	3,835	363	591	1,534	231	412	341	363

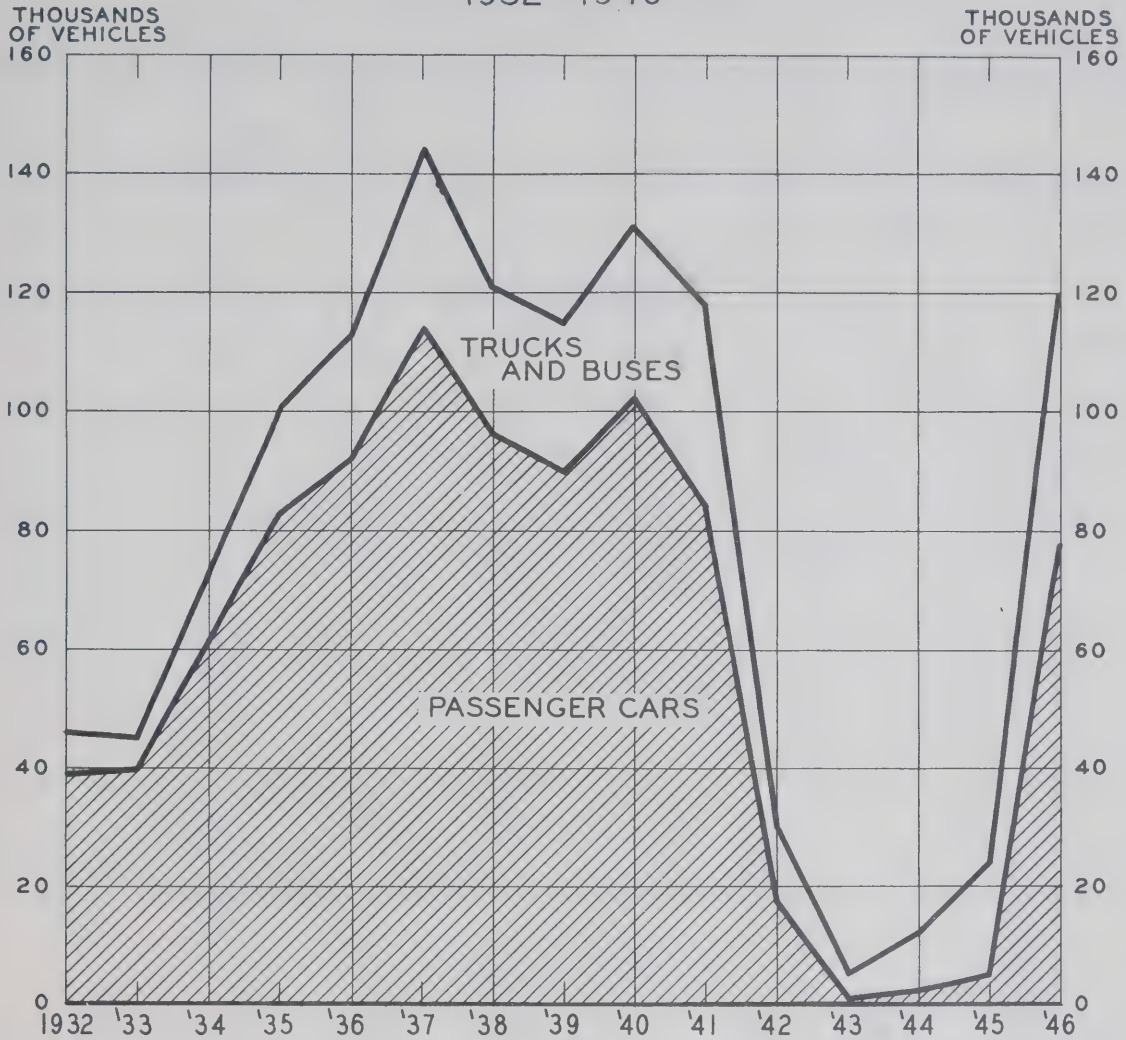
Table 4.--Annual Sales of New Motor Vehicles in Canada, 1932 -- 1946

Year	Total Vehicles			Passenger Cars			Trucks and Buses		
	Number	Retail Value		Number	Retail Value		Number	Retail Value	
		Total	Average Purchase Price		Total	Average Purchase Price		Total	Average Purchase Price
1932	45,870	\$ 45,260,742	\$ 987	38,621	\$ 38,919,015	\$1,008	7,249	\$ 6,341,727	\$ 875
1933	45,332	\$ 45,450,230	\$1,005	39,568	\$ 39,692,630	\$1,003	5,764	\$ 5,757,600	\$ 999
1934	73,358	\$ 75,725,461	\$1,033	61,503	\$ 63,566,402	\$1,034	11,855	\$12,219,059	\$1,031
1935	101,461	\$101,742,449	\$1,003	83,242	\$ 83,429,114	\$1,002	18,219	\$18,313,335	\$1,005
1936	113,314	\$117,582,796	\$1,038	92,287	\$ 95,403,199	\$1,034	21,027	\$22,179,597	\$1,055
1937	144,441	\$149,170,527	\$1,033	114,275	\$116,886,334	\$1,023	30,166	\$32,284,193	\$1,070
1938	121,165	\$135,011,908	\$1,114	95,751	\$105,006,462	\$1,097	25,414	\$30,005,446	\$1,181
1939	114,747	\$125,967,521	\$1,098	90,054	\$ 97,131,128	\$1,079	24,693	\$28,836,393	\$1,168
1940	130,552	\$148,845,278	\$1,140	101,789	\$114,928,833	\$1,129	28,763	\$33,916,445	\$1,179
1941	118,073	\$151,868,905	\$1,286	83,642	\$108,923,842	\$1,302	34,431	\$42,944,963	\$1,247
1942	30,356	\$ 42,879,522	\$1,413	17,286	\$ 23,899,745	\$1,383	13,070	\$18,979,777	\$1,452
1943	4,798	\$ 7,557,360	\$1,575	984	\$ 1,378,200	\$1,401	3,814	\$ 6,179,160	\$1,620
1944	11,670(1)	(2)	-	2,156(1)	(2)	-	9,514(1)	(2)	-
1945	24,356(1)	(2)	-	4,526(1)	(2)	-	19,830(1)	(2)	-
1946	120,044	\$193,329,005	\$1,611	77,742	\$120,325,496	\$1,548	42,302	\$73,003,509	\$1,726

(1) The number of vehicles sold in 1944 and 1945 was obtained from official records of releases from the Government-administered reserve bank of new vehicles. (2) Retail values not available.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1932-1946



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

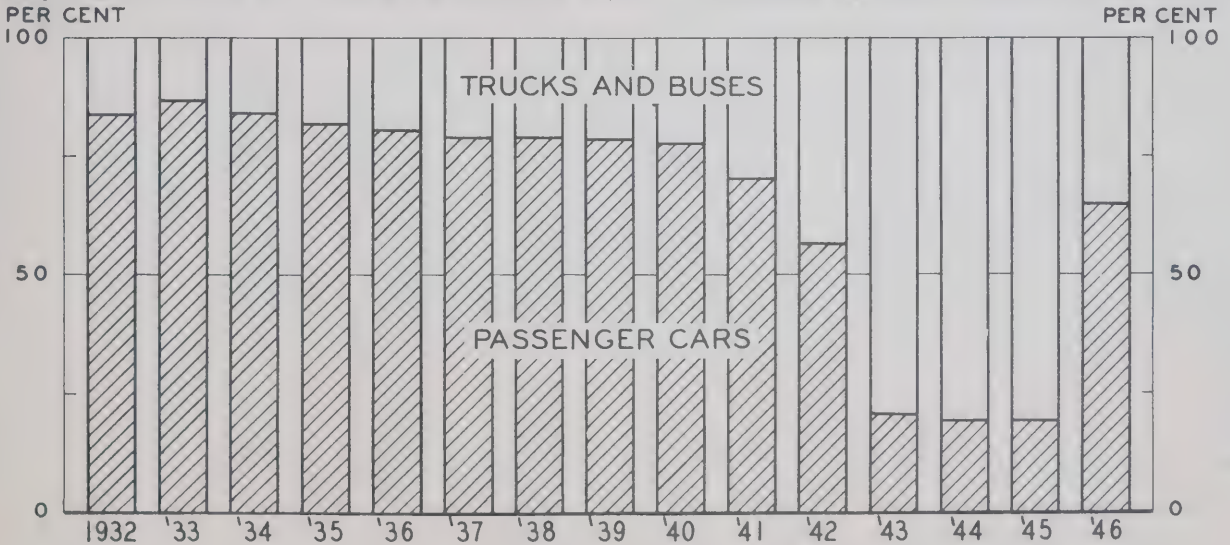


Table 5.--Average Purchase Price of New Motor Vehicles In Canada,
by Provinces, 1932 -- 1946

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Passenger Cars</u>								
1932	1,008	-	-	-	-	-	-	-
1933	1,003	-	-	-	-	-	-	-
1934	1,034	1,036	1,048	1,037	1,010	994	1,016	1,020
1935	1,002	991	1,017	1,008	971	962	986	993
1936	1,034	1,015	1,059	1,037	1,013	1,000	1,006	1,023
1937	1,023	1,003	1,047	1,025	1,009	991	1,007	1,007
1938	1,097	1,074	1,139	1,095	1,078	1,057	1,070	1,080
1939	1,079	1,046	1,133	1,076	1,067	1,042	1,046	1,066
1940	1,129	1,100	1,173	1,130	1,107	1,089	1,106	1,124
1941	1,302	1,285	1,340	1,300	1,283	1,265	1,289	1,288
1942	1,383	1,370	1,398	1,391	1,372	1,327	1,376	1,349
1943	1,401	-	-	-	-	-	-	-
1944	-	-	-	-	-	-	-	-
1945	-	-	-	-	-	-	-	-
1946	1,548	1,533	1,593	1,556	1,522	1,453	1,503	1,538
<u>Trucks and Buses</u>								
1932	875	-	-	-	-	-	-	-
1933	999	-	-	-	-	-	-	-
1934	1,031	988	1,050	1,043	968	959	994	1,099
1935	1,005	985	1,054	1,005	930	925	958	1,077
1936	1,055	1,034	1,130	1,044	964	951	989	1,162
1937	1,070	1,002	1,087	1,073	1,031	974	1,032	1,227
1938	1,181	1,090	1,217	1,222	1,093	1,081	1,143	1,281
1939	1,168	1,070	1,230	1,214	1,076	1,047	1,143	1,235
1940	1,179	1,117	1,219	1,233	1,120	1,082	1,128	1,291
1941	1,247	1,168	1,294	1,329	1,156	1,099	1,182	1,309
1942	1,452	1,278	1,398	1,570	1,372	1,137	1,270	1,731
1943	1,620	-	-	-	-	-	-	-
1944	-	-	-	-	-	-	-	-
1945	-	-	-	-	-	-	-	-
1946	1,726	1,654	1,905	1,752	1,575	1,546	1,665	1,756

Note: Dashes signify that retail values with which to compute average prices were not available.

Table 6.--Percentage Distribution By Provinces of the Number of New Motor Vehicles Sold In Canada, 1932 -- 1946

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Passenger Cars</u>								
1932	100.0	-	-	-	-	-	-	-
1933	100.0	-	-	-	-	-	-	-
1934	100.0	6.5	17.3	53.2	4.8	3.5	6.4	6.3
1935	100.0	6.9	17.3	53.3	5.2	3.9	6.8	6.6
1936	100.0	7.2	19.6	50.3	4.7	4.5	5.9	7.8
1937	100.0	8.1	19.8	48.5	5.4	5.0	6.0	7.2
1938	100.0	7.4	19.0	49.6	5.8	3.9	7.9	6.4
1939	100.0	7.8	18.5	46.1	5.9	6.6	8.2	6.9
1940	100.0	7.8	17.9	47.9	5.7	6.8	7.1	6.8
1941	100.0	7.9	19.7	48.5	5.1	5.8	6.2	6.8
1942	100.0	8.7	22.2	46.8	4.4	5.1	5.8	7.0
1943	100.0	-	-	-	-	-	-	-
1944	100.0	-	-	-	-	-	-	-
1945	100.0	-	-	-	-	-	-	-
1946	100.0	8.2	18.5	47.7	4.8	6.6	6.7	7.5
<u>Trucks and Buses</u>								
1932	100.0	-	-	-	-	-	-	-
1933	100.0	-	-	-	-	-	-	-
1934	100.0	10.5	17.5	43.5	7.1	3.2	9.5	8.7
1935	100.0	11.1	18.0	40.9	7.5	4.4	8.6	9.5
1936	100.0	12.3	18.4	39.4	7.1	5.3	8.0	9.5
1937	100.0	12.5	22.5	37.1	7.4	4.6	7.1	8.8
1938	100.0	9.9	19.4	35.4	8.7	7.9	11.8	6.9
1939	100.0	9.7	18.7	35.0	6.0	12.0	11.9	6.7
1940	100.0	10.6	17.6	32.4	6.6	16.2	10.2	6.4
1941	100.0	11.2	19.0	33.0	6.0	12.7	10.8	7.3
1942	100.0	10.3	22.4	38.7	5.4	8.0	8.2	7.0
1943	100.0	-	-	-	-	-	-	-
1944	100.0	-	-	-	-	-	-	-
1945	100.0	-	-	-	-	-	-	-
1946	100.0	10.6	17.1	37.1	6.4	10.9	10.0	7.9

Note: Provincial figures not available for 1932, 1933, 1943, 1944 and 1945.

Table 7.--Financing of Motor Vehicle Sales in Canada, by Months, 1946

Month	Total, Passenger and Commercial		Passenger Cars		Trucks and Buses	
	Number	Amount of Financing	Number	Amount of Financing	Number	Amount of Financing
Total, New and Used Vehicles						
1946, Total	53,393	41,586,565	33,497	18,068,218	19,896	23,518,347
January	2,449	1,350,807	1,573	508,725	876	848,082
February	3,115	1,940,406	2,040	803,048	1,075	1,137,358
March	4,412	2,727,055	3,001	1,221,843	1,411	1,505,212
April	5,950	4,106,844	4,031	2,062,099	1,919	2,044,745
May	5,421	4,115,314	3,466	1,790,278	1,955	2,325,036
June	4,606	3,734,763	2,946	1,667,945	1,660	2,066,818
July	4,631	3,905,251	2,681	1,577,434	1,950	2,327,817
August	4,198	3,573,499	2,372	1,398,723	1,826	2,174,776
September	4,015	3,447,247	2,337	1,370,680	1,678	2,076,567
October	4,642	3,963,026	2,866	1,715,666	1,776	2,247,360
November	5,136	4,404,754	3,226	1,977,702	1,910	2,427,052
December	4,818	4,311,599	2,958	1,974,075	1,860	2,337,524
New Vehicles						
1946, Total	22,866	27,978,992	11,082	10,589,544	11,784	17,389,448
January	455	611,464	84	78,676	371	532,788
February	891	1,072,902	358	312,329	533	760,573
March	1,274	1,510,092	521	476,168	753	1,033,924
April	2,340	2,574,123	1,222	1,126,607	1,118	1,447,516
May	2,394	2,812,818	1,172	1,051,216	1,222	1,761,602
June	2,255	2,713,421	1,177	1,083,414	1,078	1,630,007
July	2,388	2,855,607	1,067	1,014,992	1,321	1,840,615
August	2,130	2,522,960	987	914,436	1,143	1,608,524
September	1,691	2,311,260	793	817,521	898	1,493,739
October	2,086	2,721,147	1,057	1,076,152	1,029	1,644,995
November	2,501	3,186,510	1,303	1,283,887	1,198	1,902,623
December	2,461	3,086,688	1,341	1,354,146	1,120	1,732,542

Used Vehicles

1946, Total	30,527	13,607,573	22,415	7,478,674	8,112	6,128,899
January	1,994	745,343	1,489	430,049	505	315,294
February	2,224	867,504	1,682	490,719	542	376,785
March	3,138	1,216,963	2,480	745,675	658	471,288
April	3,610	1,532,721	2,809	935,492	801	597,229
May	3,027	1,302,496	2,294	739,062	733	563,434
June	2,351	1,021,342	1,769	584,531	582	436,811
July	2,243	1,049,644	1,614	562,442	629	487,202
August	2,068	1,050,539	1,385	484,287	683	566,252
September	2,324	1,135,987	1,544	553,159	780	582,828
October	2,556	1,241,879	1,809	639,514	747	602,365
November	2,635	1,218,244	1,923	693,815	712	524,429
December	2,357	1,224,911	1,617	619,929	740	604,982

Table 8.—Financing of Motor Vehicle Sales in Canada, by Provinces, 1946

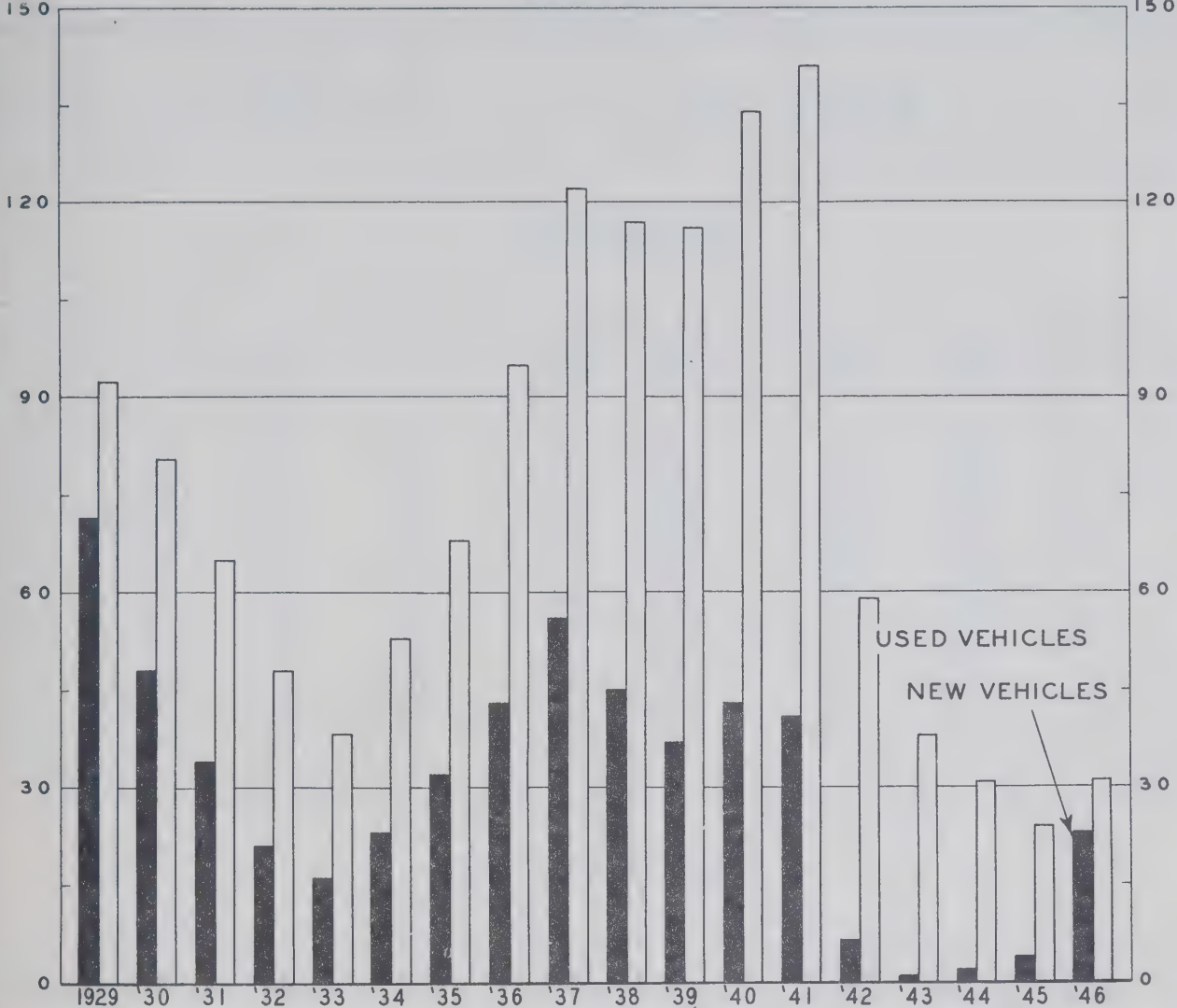
Province	Total, Passenger and Commercial			Passenger Cars			Trucks and Buses		
	Amount of Financing		Average per Vehicle	Amount of Financing		Average per Vehicle	Amount of Financing		Average per Vehicle
	Number	Total		Number	Total		Number	Total	
CANADA	53,393	41,586,565	779	33,497	18,068,218	539	19,896	23,518,347	1,182
Maritime Provinces ..	3,351	2,892,923	863	1,543	1,027,304	666	1,808	1,865,619	1,032
Quebec	9,644	9,479,520	983	5,739	4,008,934	699	3,905	5,470,586	1,401
Ontario	27,080	17,083,205	631	19,730	9,122,491	462	7,350	7,960,714	1,083
Manitoba	2,473	2,385,910	965	1,232	729,506	592	1,241	1,656,404	1,335
Saskatchewan	2,214	1,921,111	868	873	598,142	684	1,339	1,322,969	988
Alberta	4,665	4,071,351	873	1,907	1,146,854	601	2,758	2,924,497	1,060
British Columbia	3,966	3,752,545	946	2,421	1,434,987	581	1,495	2,317,558	1,550
Total, New and Used Vehicles									
New Vehicles									
CANADA	22,866	27,978,992	1,224	11,082	10,589,544	956	11,784	17,389,448	1,476
Maritime Provinces ..	2,117	2,308,163	1,090	827	775,743	938	1,290	1,532,420	1,188
Quebec	4,712	6,294,405	1,336	2,400	2,398,934	1,000	2,312	3,895,471	1,685
Ontario	9,416	11,041,159	1,173	5,221	4,859,712	931	4,195	6,181,447	1,474
Manitoba	1,281	1,762,773	1,376	524	511,548	976	757	1,251,225	1,653
Saskatchewan	1,373	1,446,742	1,054	494	456,655	924	879	990,087	1,126
Alberta	2,289	2,646,605	1,156	822	770,907	938	1,467	1,875,698	1,279
British Columbia	1,678	2,479,145	1,477	794	816,045	1,028	884	1,663,100	1,881
Used Vehicles									
CANADA	30,527	13,607,573	446	22,415	7,478,674	334	8,112	6,128,899	756
Maritime Provinces ..	1,234	584,760	474	716	251,561	351	518	333,199	643
Quebec	4,932	3,185,115	646	3,339	1,610,000	482	1,593	1,575,115	989
Ontario	17,664	6,042,046	342	14,509	4,262,779	294	3,155	1,779,267	564
Manitoba	1,192	623,137	523	708	217,958	308	484	405,179	837
Saskatchewan	841	474,369	564	381	141,487	371	460	332,882	724
Alberta	2,376	1,424,746	600	1,085	375,947	346	1,291	1,048,799	812
British Columbia	2,288	1,273,400	557	1,677	618,942	369	611	654,458	1,071

NUMBER OF MOTOR VEHICLE SALES FINANCED

1929-1946

THOUSANDS OF VEHICLES
150

THOUSANDS OF VEHICLES
150



PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT
100

PER CENT
100

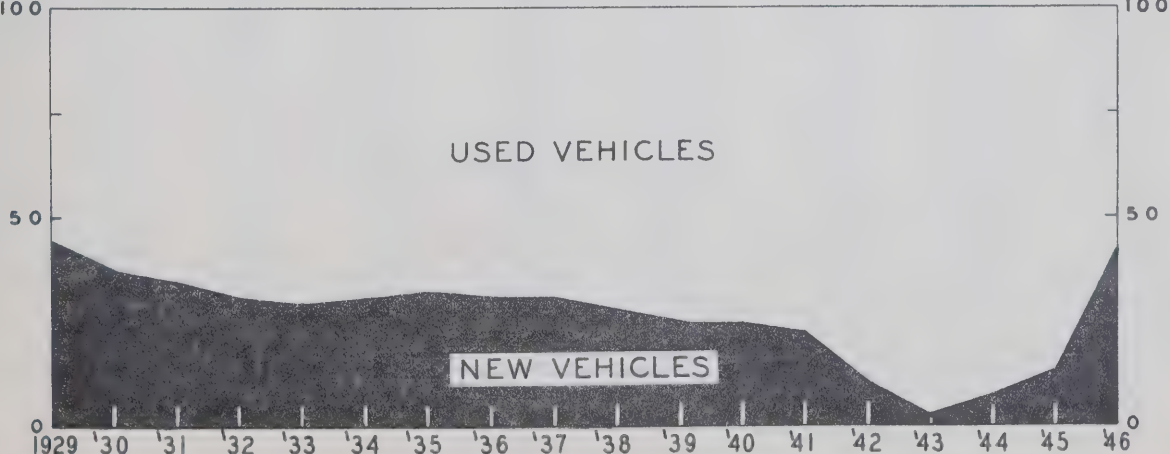


Table 9.--Number of Motor Vehicles Financed, By Provinces and Months, 1946

NEW VEHICLES

Month	Canada	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Passenger Cars</u>								
1946, Total	11,082	827	2,400	5,221	524	494	822	794
January	84	3	17	60	1	1	-	2
February	358	13	80	213	20	4	10	18
March	521	31	91	266	44	25	34	30
April	1,222	81	286	565	54	55	102	79
May	1,172	88	209	611	66	48	95	55
June	1,177	100	252	567	58	33	81	86
July	1,067	78	220	496	53	64	80	76
August	987	98	184	444	46	51	84	80
September ...	793	64	172	323	44	50	66	74
October	1,057	83	272	473	42	41	53	93
November	1,303	104	319	605	48	52	83	92
December	1,341	84	298	598	48	70	134	109

Trucks and Buses

1946, Total	11,784	1,290	2,312	4,195	757	879	1,467	884
January	371	39	94	135	26	23	32	22
February	533	53	113	189	34	45	66	33
March	753	100	194	275	31	40	75	38
April	1,118	132	242	401	44	105	140	54
May	1,222	157	227	413	70	113	159	83
June	1,078	104	198	378	74	98	142	84
July	1,321	171	193	494	105	115	142	101
August	1,143	110	212	403	89	72	131	126
September ...	898	87	176	292	71	71	117	84
October	1,029	113	217	366	46	67	144	76
November	1,198	123	252	438	77	59	168	81
December	1,120	101	194	411	90	71	151	102

Table 9.--Number of Motor Vehicles Financed, By Provinces and Months, 1946

USED VEHICLES

Month	Canada	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Passenger Cars</u>								
1946, Total	22,415	716	3,339	14,509	708	381	1,085	1,677
January	1,489	22	120	1,010	36	16	96	189
February	1,682	33	168	1,165	50	11	81	174
March	2,480	62	280	1,715	67	25	99	232
April	2,809	70	438	1,849	96	42	150	164
May	2,294	61	350	1,479	92	42	102	168
June	1,769	61	290	1,120	60	39	74	125
July	1,614	49	278	1,011	50	39	88	99
August	1,385	48	213	860	43	25	71	125
September ...	1,544	44	222	1,026	44	38	73	97
October	1,809	70	310	1,137	59	33	85	115
November	1,923	99	355	1,175	63	40	84	107
December	1,617	97	315	962	48	31	82	82

Trucks and Buses

1946, Total	8,112	518	1,593	3,155	484	460	1,291	611
January	505	41	64	168	31	31	105	65
February	542	33	77	223	33	23	105	48
March	658	38	136	245	45	17	120	57
April	801	54	167	249	61	59	147	64
May	733	40	151	279	45	55	118	45
June	582	30	144	220	37	36	86	29
July	629	36	119	254	59	41	75	45
August	683	49	117	278	35	45	107	52
September ...	780	40	161	332	40	48	99	60
October	747	50	146	345	40	30	90	46
November	712	58	141	284	25	38	113	53
December	740	49	170	278	33	37	126	47

Table 10.--Financing of Motor Vehicle Sales in Canada, by Years, 1929 -- 1946

Year	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number	Amount of Financing		Number	Amount of Financing		Number	Amount of Financing	
		Total	Average per Vehicle		Total	Average per Vehicle		Total	Average per Vehicle
		\$	\$		\$	\$		\$	\$
1929	164,131	88,165,531	537	71,582	48,104,523	672	92,549	40,061,008	433
1930	128,314	62,978,174	491	47,961	28,610,731	597	80,353	34,367,443	428
1931	98,623	41,941,254	425	33,988	20,869,547	614	64,635	21,071,707	326
1932	69,291	25,664,873	373	21,293	12,741,179	598	47,998	13,123,694	273
1933	54,238	20,158,788	372	15,880	10,030,368	632	38,358	10,128,420	264
1934	76,170	30,091,463	395	23,264	16,364,735	703	52,906	13,726,728	259
1935	100,178	40,251,521	402	31,950	22,410,656	701	68,228	17,840,865	261
1936	137,514	54,859,812	399	42,863	29,887,861	697	94,651	24,971,951	264
1937	177,898	75,850,173	426	56,247	40,664,675	723	121,651	35,185,498	289
1938	162,703	69,685,853	428	45,267	33,701,624	745	117,436	35,984,229	306
1939	153,107	62,768,746	410	37,320	27,852,627	746	115,787	34,916,119	302
1940	176,578	75,235,793	426	42,982	33,473,397	779	133,596	41,762,396	313
1941	182,413	84,716,783	464	41,032	34,887,591	850	141,387	49,829,192	352
1942	66,310	24,596,915	371	7,398	6,207,111	839	58,912	18,389,804	312
1943	39,573	14,892,566	376	1,077	1,254,878	1,165	38,496	13,637,688	354
1944	32,970	14,570,937	442	2,371	2,927,396	1,235	30,599	11,643,541	381
1945	27,986	14,437,182	516	3,630	4,934,456	1,359	24,356	9,502,726	390
1946	53,393	41,586,565	779	22,866	27,978,992	1,224	30,527	13,607,573	446

Table 11.--Average Financed Value of Motor Vehicles in Canada,
by Provinces, 1936 -- 1946

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>New Vehicles</u>								
1936	697	752	754	661		673	657	818
1937	723	761	783	702		661	675	821
1938	745	785	801	721		701	721	836
1939	746	805	798	725		685	726	854
1940	779	843	841	761		720	753	877
1941	850	911	928	824		779	790	987
1942	839	892	958	743		772	769	1,233
1943	1,165	1,095	1,181	1,172		1,162	1,024	1,562
1944	1,235	1,118	1,334	1,278		1,242	1,124	1,313
1945	1,359	1,224	1,573	1,199		1,281	1,281	1,805
1946	1,224	1,090	1,336	1,173	1,376	1,054	1,156	1,477
<u>Used Vehicles</u>								
1936	264	273	285	250		264	293	274
1937	289	301	321	273		289	308	304
1938	306	310	340	285		314	328	332
1939	302	299	325	278		314	336	327
1940	313	303	335	286		338	352	350
1941	352	343	395	323		379	376	400
1942	312	315	363	271		340	368	366
1943	354	316	426	301		380	459	406
1944	381	347	494	325		409	509	420
1945	390	372	559	300		403	605	437
1946	446	474	646	342	523	564	600	557

Table 12.--Percentage Distribution, by Provinces, of Motor Vehicles
Financed in Canada, 1936 -- 1946

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>New Vehicles</u>								
1936	100.0	6.5	18.8	46.2		11.8	9.2	7.5
1937	100.0	7.0	19.3	45.9		11.7	9.1	7.0
1938	100.0	6.4	19.0	42.4		14.4	11.6	6.2
1939	100.0	6.2	18.7	37.9		16.6	13.5	7.1
1940	100.0	6.7	17.6	38.3		20.0	11.2	6.2
1941	100.0	7.3	19.2	39.3		17.4	10.0	6.8
1942	100.0	5.7	20.9	39.5		13.6	13.1	7.2
1943	100.0	8.9	20.8	28.2		12.8	21.3	8.0
1944	100.0	12.6	22.4	22.3		12.2	22.4	8.1
1945	100.0	11.3	22.5	26.1		15.7	16.7	7.7
1946	100.0	9.3	20.6	41.2	5.6	6.0	10.0	7.3
<u>Used Vehicles</u>								
1936	100.0	6.7	15.5	50.9		9.9	7.5	9.5
1937	100.0	7.5	16.2	52.2		9.1	6.8	8.2
1938	100.0	6.9	15.4	49.3		11.2	8.5	8.7
1939	100.0	7.4	14.5	45.9		13.0	9.6	9.6
1940	100.0	7.7	13.7	47.5		13.2	8.9	9.0
1941	100.0	7.0	13.1	50.2		11.9	8.4	9.4
1942	100.0	4.7	10.8	50.5		13.0	10.6	10.4
1943	100.0	3.2	10.1	50.8		12.8	11.0	12.1
1944	100.0	2.1	11.4	56.1		8.5	8.9	13.0
1945	100.0	2.1	15.1	56.1		7.0	8.3	11.4
1946	100.0	4.0	16.1	57.9	3.9	2.8	7.8	7.5

PROVINCIAL DISTRIBUTION OF NEW MOTOR VEHICLE SALES AND FINANCING

NUMBER OF UNITS

1946

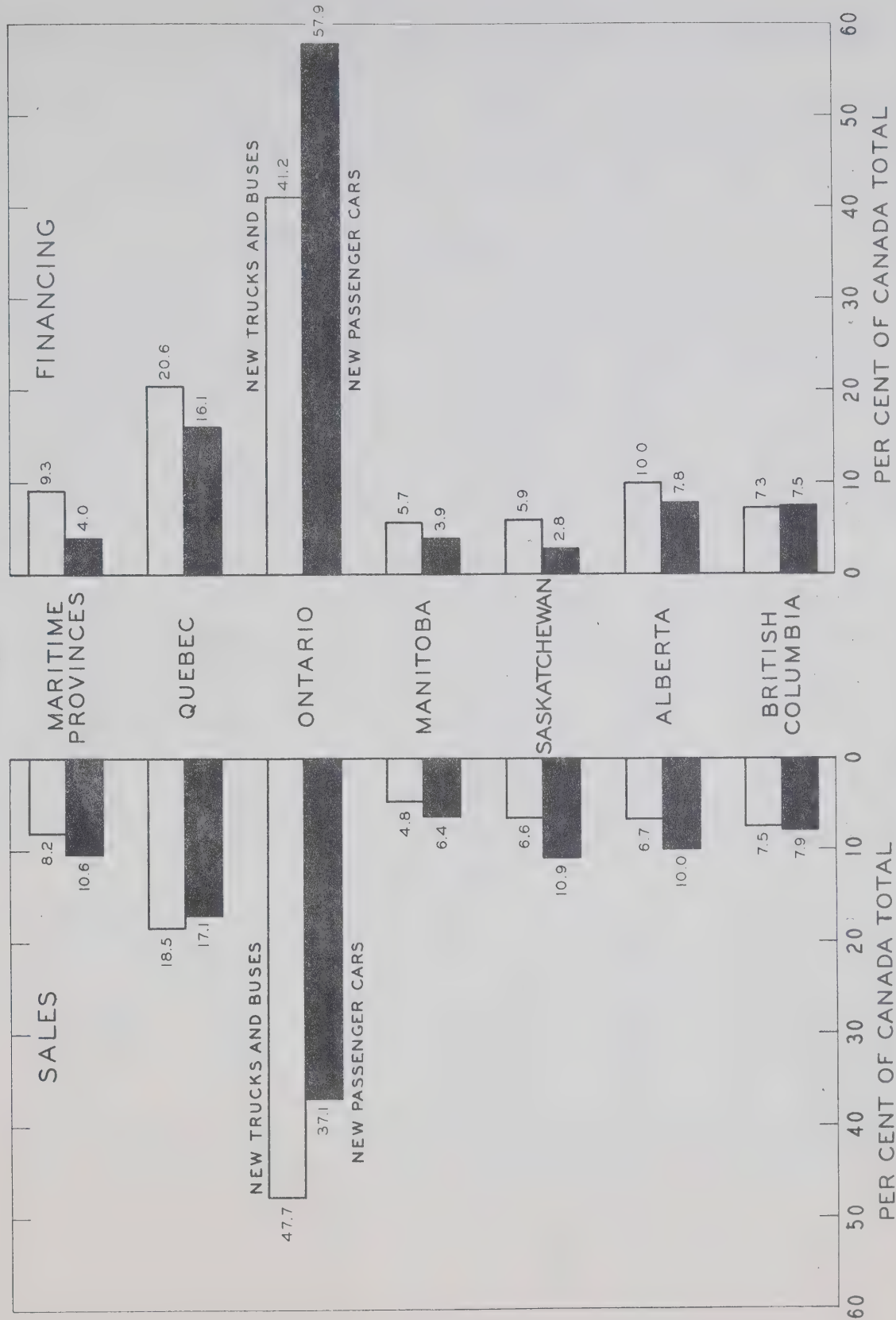


Table 13.--Sales and Financing of Sales of New Motor
Vehicles Compared, by Provinces, 1946

Province	Sales of New Vehicles		Financing of Sales of New Vehicles			
	Number of Vehicles	Retail Value \$	Number of Vehicles	Per cent of Total Number Sold	Amount of Financing \$	Per cent of Value of Total Number Sold

Total, Cars, Trucks and Buses

CANADA	120,044	193,329,005	22,866	19.0	27,978,992	14.5
Maritime Provinces.	10,851	17,173,379	2,117	19.5	2,308,163	13.4
Quebec	21,619	36,696,616	4,712	21.8	6,294,405	17.2
Ontario	52,780	85,216,085	9,416	17.8	11,041,159	13.0
Manitoba	6,439	9,946,720	1,281	19.9	1,762,773	17.7
Saskatchewan	9,728	14,563,324	1,373	14.1	1,446,742	9.9
Alberta	9,430	14,860,758	2,289	24.3	2,646,605	17.8
British Columbia ..	9,197	14,872,123	1,678	18.2	2,479,145	16.7

Passenger Cars

CANADA	77,742	120,325,496	11,082	14.3	10,589,544	8.8
Maritime Provinces.	6,388	9,791,974	827	12.9	775,743	7.9
Quebec	14,376	22,897,914	2,400	16.7	2,398,934	10.5
Ontario	37,070	57,693,104	5,221	14.1	4,859,712	8.4
Manitoba	3,717	5,658,386	524	14.1	511,548	9.0
Saskatchewan	5,140	7,469,957	494	9.6	456,655	6.1
Alberta	5,194	7,807,510	822	15.8	770,907	9.9
British Columbia ..	5,857	9,006,651	794	13.6	816,045	9.1

Trucks and Buses

CANADA	42,302	73,003,509	11,784	27.9	17,389,448	23.8
Maritime Provinces.	4,463	7,381,405	1,290	28.9	1,532,420	20.8
Quebec	7,243	13,798,702	2,312	31.9	3,895,471	28.2
Ontario	15,710	27,522,981	4,195	26.7	6,181,447	22.5
Manitoba	2,722	4,288,334	757	27.8	1,251,225	29.2
Saskatchewan	4,588	7,093,367	879	19.2	990,087	14.0
Alberta	4,236	7,053,248	1,467	34.6	1,875,698	26.6
British Columbia ..	3,340	5,865,472	884	26.5	1,663,100	28.4

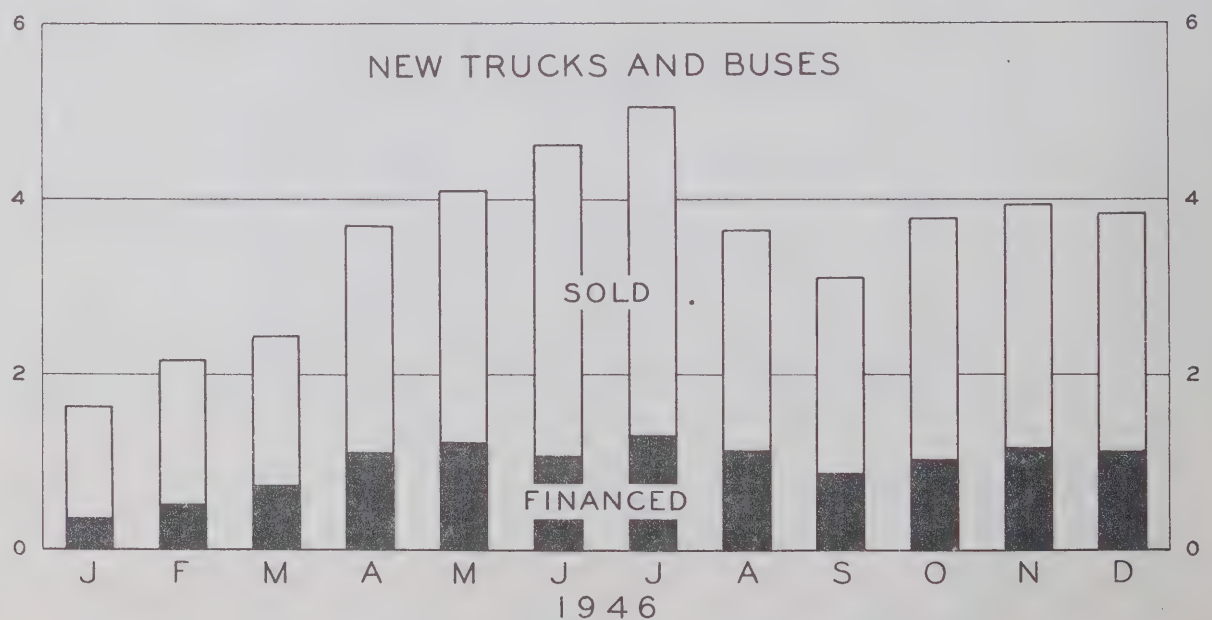
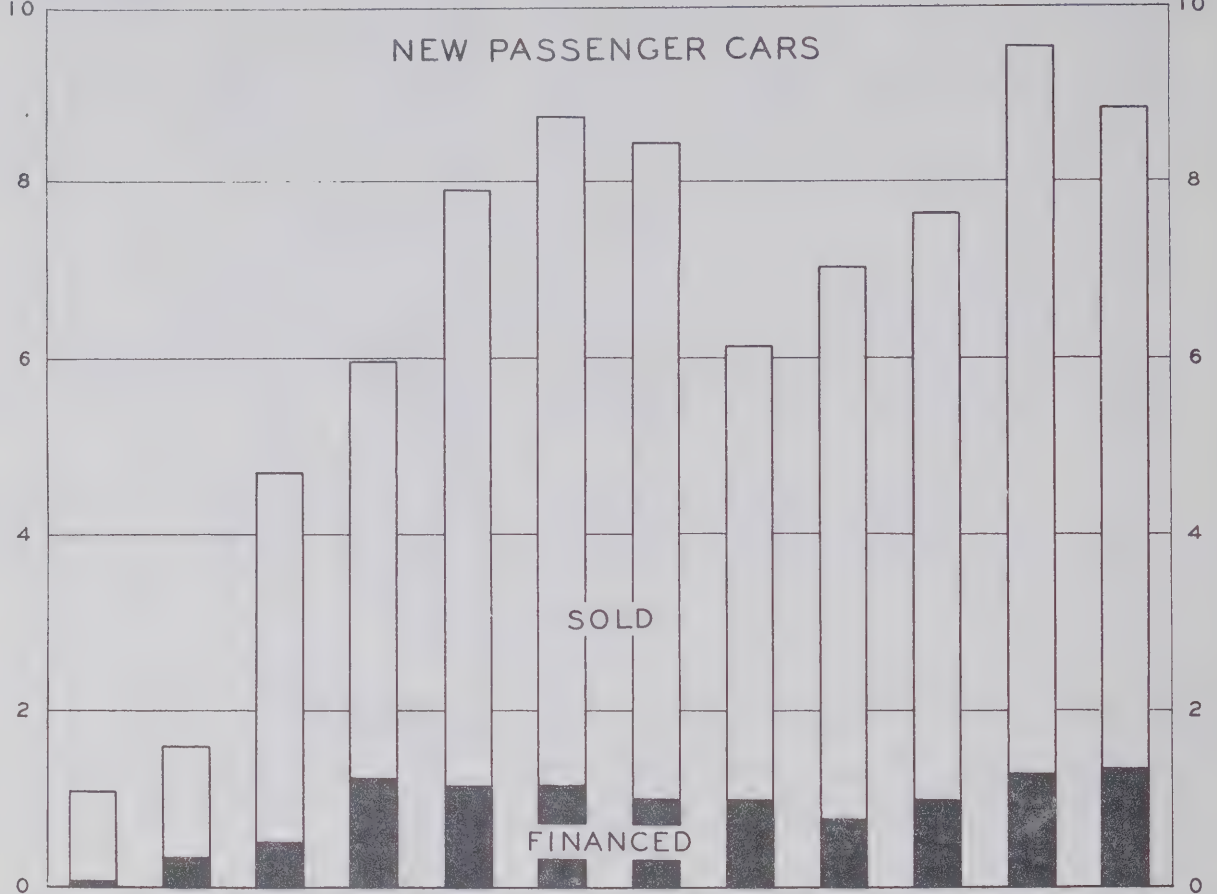
Table 14.--Sales and Financing of Sales of New Motor Vehicles Compared,
by Provinces and Months, 1946

Month	CANADA				Maritime Provinces				Quebec				Ontario			
	Sold		Financed		Sold		Financed		Sold		Financed		Sold		Financed	
	Number	% of Number Sold	Number	% of Number Sold	Number	% of Number Sold	Number	% of Number Sold	Number	% of Number Sold	Number	% of Number Sold	Number	% of Number Sold	Number	% of Number Sold
Totals ...	120,044	22,866	19.0		10,851	2,117	19.5		21,619	4,712	21.8		52,780	9,416	17.8	
January	2,756	455	16.5		490	42	8.6		335	111	33.1		1,252	195	15.6	
February	3,763	891	23.7		242	66	27.3		685	193	28.2		1,876	402	21.4	
March	7,200	1,274	17.7		554	131	23.6		1,467	285	19.4		3,289	541	16.4	
April	9,645	2,340	24.3		726	213	28.9		1,563	528	33.8		3,991	966	24.2	
May	12,032	2,394	19.9		1,466	245	16.7		2,045	436	21.5		4,985	1,024	20.5	
June	13,388	2,256	16.8		1,173	204	17.4		2,927	450	15.4		5,975	945	15.8	
July	13,705	2,388	17.4		1,277	249	19.5		2,427	413	17.0		5,905	990	16.8	
August	9,753	2,150	21.8		820	208	25.4		2,022	396	19.6		4,023	847	21.1	
September	10,154	1,691	16.7		1,030	151	14.7		1,789	348	19.5		3,847	615	16.0	
October	11,462	2,086	18.2		939	196	20.9		1,992	489	24.5		5,361	839	15.7	
November	13,497	2,561	18.5		1,146	227	19.8		2,182	571	26.2		6,575	1,043	15.9	
December	12,689	2,461	19.4		978	185	18.9		2,185	492	22.5		5,701	1,009	17.7	

Month	Manitoba				Saskatchewan				Alberta				British Columbia			
	Sold		Financed		Sold		Financed		Sold		Financed		Sold		Financed	
	Number	% of Number Sold	Number	% of Number Sold	Number	% of Number Sold	Number	% of Number Sold	Number	% of Number Sold	Number	% of Number Sold	Number	% of Number Sold	Number	% of Number Sold
Totals ...	6,439	1,221	19.9		9,728	1,373	14.1		9,430	2,289	24.3		9,197	1,678	18.2	
January	91	27	29.7		180	24	13.3		148	32	21.6		260	24	9.2	
February	175	54	30.9		276	49	17.8		320	76	23.8		189	51	27.0	
March	333	75	22.5		525	65	12.4		591	109	18.4		441	68	15.4	
April	657	98	14.3		917	160	17.4		900	242	26.9		851	133	15.6	
May	701	136	19.4		1,027	161	15.7		1,013	254	25.1		795	138	17.4	
June	560	132	23.6		895	131	14.6		952	223	23.4		906	170	18.8	
July	706	158	22.4		1,361	179	13.2		989	222	22.4		1,040	177	17.0	
August	530	135	25.5		840	123	14.6		737	215	29.2		781	206	26.4	
September	692	115	16.6		899	121	13.5		945	183	19.4		952	158	16.6	
October	625	88	14.1		874	108	12.4		907	197	21.7		764	169	22.1	
November	769	125	16.3		914	111	12.1		878	251	28.6		1,033	173	16.7	
December	570	138	24.2		1,020	141	13.8		1,050	285	27.1		1,185	211	17.8	

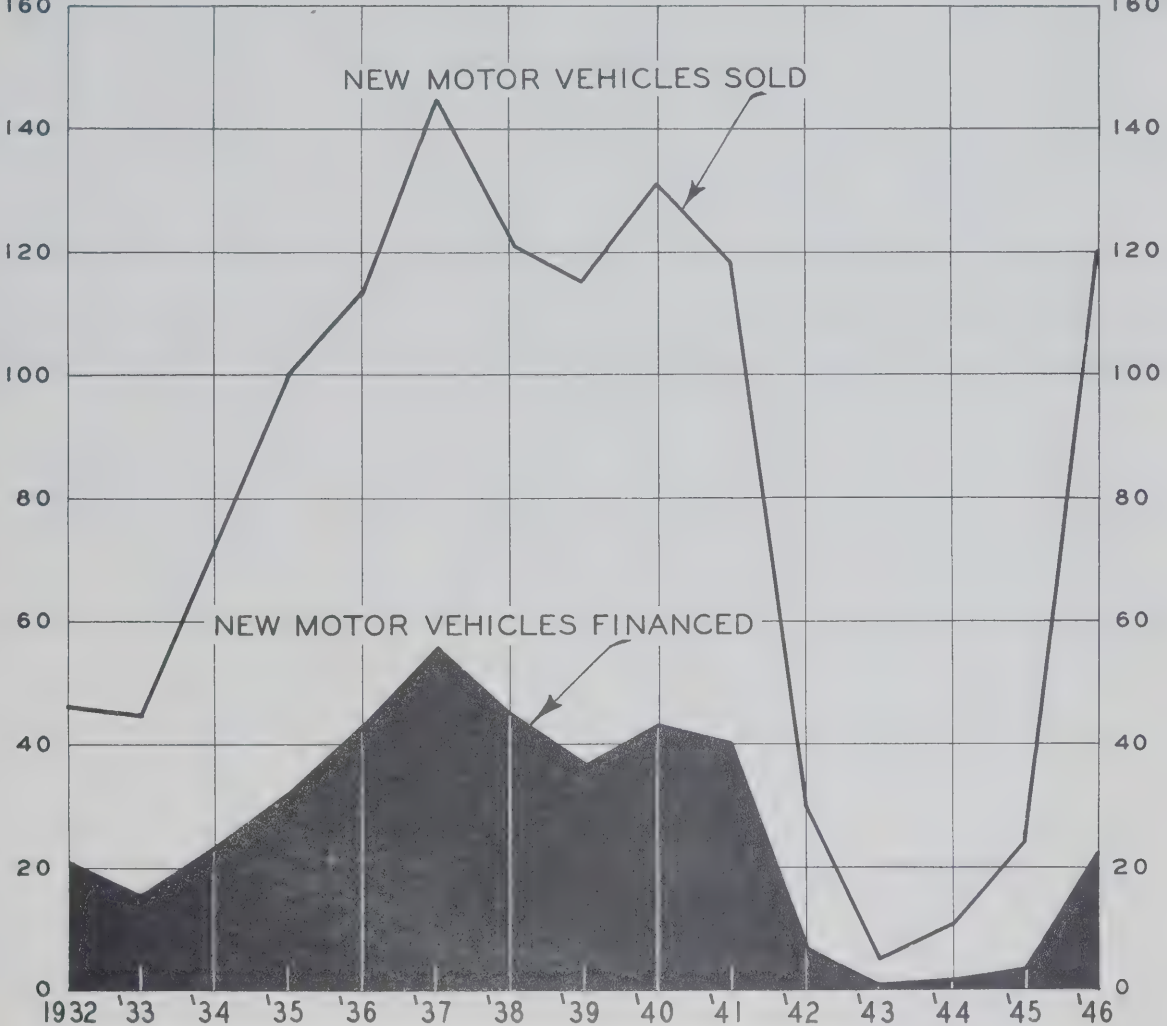
NEW MOTOR VEHICLES

1946 SALES AND FINANCING COMPARED

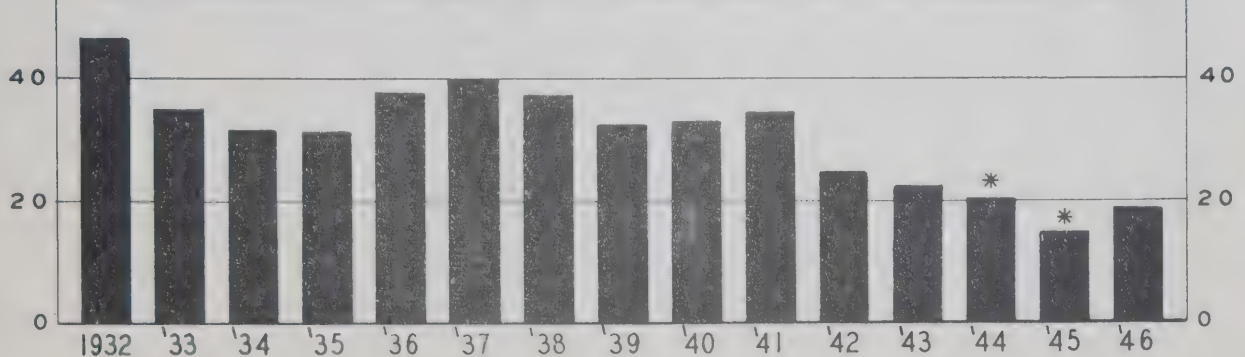
THOUSANDS
OF VEHICLES
10THOUSANDS
OF VEHICLES
10

NEW MOTOR VEHICLES SALES AND FINANCING

1932-1946

THOUSANDS
OF VEHICLES
160THOUSANDS
OF VEHICLES
160PER CENT
60PER CENT
60

NEW VEHICLES FINANCED AS A PERCENTAGE OF THE NUMBER SOLD



* SALES FOR 1944 AND 1945 —
OBTAINED FROM RECORDS OF VEHICLES RELEASED FROM THE RESERVE POOL

Table 15.--Sales and Financing of New Motor Vehicles
in Canada Compared, 1932 -- 1946

Year	Sales of New Vehicles		Financing of New Vehicle Sales			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
1932	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933	45,332	45,450,230	15,880	35.0	10,030,368	22.1
1934	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936	113,314	117,582,796	42,863	37.8	29,887,861	25.4
1937	144,441	149,170,527	56,247	38.9	40,664,675	27.3
1938	121,165	135,011,908	45,267	37.4	33,701,624	25.0
1939	114,747	125,967,521	37,320	32.5	27,852,627	22.1
1940	130,552	148,845,278	42,982	32.9	33,473,397	22.5
1941	118,073	151,868,905	41,032	34.8	34,887,591	23.0
1942	30,356	42,879,522	7,398	24.4	6,207,111	14.5
1943	4,798	7,557,360	1,077	22.4	1,254,878	16.6
1944	(x) 11,670	-	2,371	20.3	2,927,396	-
1945	(x) 24,356	-	3,630	14.9	4,934,456	-
1946	120,044	193,329,005	22,866	19.0	27,978,992	14.5

(x) Releases from reserve pool.

63-208

MERCHANDISING FILE
CENSUS INDUSTRY FILE

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DOMINION BUREAU OF STATISTICS

DEPT. OF
POLITICAL ECONOMY

MERCHANDISING AND SERVICES STATISTICS

OTTAWA, CANADA

NEW MOTOR VEHICLE SALES

AND

MOTOR VEHICLE FINANCING

IN CANADA

1947



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DEFINITIONS.....

1. RETAIL VALUE:

is the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Duty is included in the retail value of imported vehicles. Freight charges from the factory to place of purchase are excluded.

2. COMMERCIAL VEHICLES:

is a term which is occasionally used for convenience in some parts of this report and is synonymous with the term "trucks and buses", which is used more frequently. Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

3. AMOUNT OF FINANCING:

is the deferred portion of the purchase price together with finance charges and insurance.

DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS
OTTAWA

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Director, Division of Census of Industry and Merchandising: W.H. Losee
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Series, 1947

No. 2.

16-1100

SALES AND FINANCING OF MOTOR VEHICLES CANADA, 1947

Introduction

This report brings together in summary form information on the distribution of motor vehicles at the retail level. Two phases of activity are reviewed--sales and financing. Results for 1947 are given in some detail, but many tables and charts have been included to illustrate trends over the past several years.

Sources and Scope of Statistics

Statistics on new motor vehicle sales are compiled monthly from reports provided by Canadian head offices of companies manufacturing or assembling in Canada, and from external head offices or Canadian distributing centres in the case of imported vehicles. The series was instituted in 1932, but collection of information was suspended during 1944 and 1945. Records of releases from the Government's reserve bank have been used for these two years to bridge the gap between the former and the present series. In 1946, the Bureau reinstituted monthly statistics on new motor vehicle sales using the same sources as in the earlier period.

Retail deliveries are reported separately for both passenger and commercial vehicles, by provinces. Motor vehicles sold to the Government for war purposes are not included in the published results.

Canadian finance companies report to the Bureau the number and financed value of new and used motor vehicles financed, by provinces, each month. This series has been maintained continuously since 1929. Prior to 1946, no distinction was made between passenger and commercial models, but these are now reported separately and are summarized for 1947 in this publication. Re-financing is not reported.

Reports are issued monthly on each of the two phases of the motor vehicle field. The subscription rate is \$1.00 per year in each case.

New Motor Vehicle Sales

Review of 1947 Trends

With little or no decline in demand and with sales depending almost wholly on availability of vehicles, previous records of new motor vehicle sales were exceeded by a wide margin in 1947. New vehicle sales reached a total of 230,255 units with a retail value of \$416,237,495. Statistics were not compiled prior to 1932, but it is believed that the 1947 totals surpassed those for the most flourishing of pre-depression years. Unit sales almost doubled in 1947, while the dollar values recorded a gain of more than 100% over 1946 when 120,044 vehicles were sold for \$193,329,005.

Passenger car sales totalled 159,205 units at a retail value of \$283,190,390 in 1947. In 1946, a total of 77,742 new passenger vehicles retailed for \$120,325,496. The proportion of commercial vehicle sales to the total remained quite high, in terms of pre-war characteristics, accounting for 31% of all new vehicles sold last year. Trucks and buses sold in 1947 numbered 71,050 and were valued at \$133,047,105.

Sales of motor vehicles were at a very high level even at the beginning of 1947--at a much higher point than was reached in any month of 1946. While remaining at an elevated level throughout the year, the trend followed much the same pattern as that established in 1946. The movement was steadily upward until July. After a brief interruption in August, there was a sharp rise in September to a new all-time peak, and a further slight upturn in October. From that point sales slipped downward in the last two months of the year, though continuing on a relatively high plane.

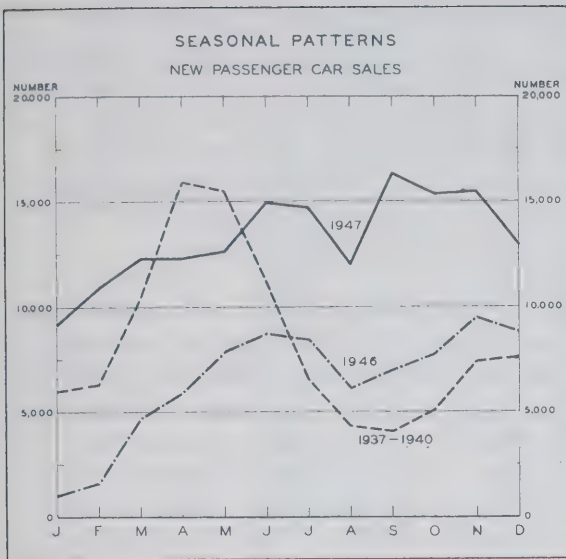
There has been no pronounced shift in the percentage distribution of new motor vehicle sales regionally during the past decade. Ontario absorbed 46.0% of 1947 consumption, a percentage which is somewhat below pre-war averages and slightly lower than that of 47.7% in 1946. The positions of Alberta and British Columbia were more important in 1947 absorbing the Ontario decrease.

Provincial distribution of commercial vehicle sales has customarily been less concentrated in Ontario and Quebec. Ontario accounted for 35% of the total in 1947, but in all other provinces except Quebec and British Columbia, the proportions are somewhat greater for commercial than for passenger vehicles.

Changes in New Motor Vehicle Sales, by Provinces, 1947/1946

Province	Total, Cars Trucks and Buses	Passenger Cars	Trucks and Buses
CANADA	+ 92	+105	+ 68
Maritime Provinces ..	+ 85	+ 91	+ 71
Quebec	+ 94	+101	+ 81
Ontario	+ 86	+ 97	+ 60
Manitoba	+102	+128	+ 66
Saskatchewan	+ 80	+104	+ 53
Alberta	+108	+130	+ 80
British Columbia	+118	+140	+ 79

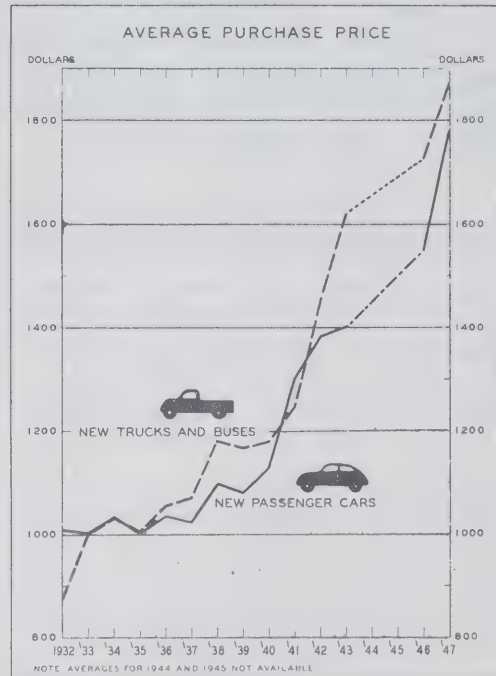
Seasonal Patterns



Demand for new motor vehicles showed no sign of diminishing in 1947. As in 1946, there was also little evidence of the customary pre-war seasonal pattern of sales. Sales in spring months, which had in former years accounted for a high proportion of annual volume, were actually smaller in 1947 than the average monthly volume. The chart at the left shows the number of new passenger cars sold in each month of 1946 and 1947, together with the average number of units sold in the four-year pre-war period 1937-1940. The departure from the pre-war seasonal pattern of sales is clearly indicated.

Purchase Prices

The average purchase price of new motor vehicles again moved sharply upward in 1947. The greater increase last year occurred in passenger car prices which moved from an average of \$1,548 in 1946 to \$1,797 in 1947. Average selling prices of commercial vehicles rose from \$1,726 in 1946 to \$1,873 in 1947. The range in average passenger car prices was between \$1,000 and \$1,100 from 1932 to 1940. Prices rose sharply in 1941 to \$1,300. Successive rises in the next two years added a further \$100 to the average price. For the years 1944 and 1945 the Bureau has no records of average values, but by 1946 there had been a marked increase to \$1,548 before the sharp upturn in values took place in 1947 which raised the average to \$1,779 for that year.



Motor Vehicle Financing

A sharp rise in the financing of motor vehicles accompanied the expansion in their retail distribution. While this rise was proportionately as great in financing as in sales between 1946 and 1947, the level of financing remains well below peak volumes of the late 1930's and early years of the present decade. This condition indicates that a relatively high proportion of new vehicle purchases are being made for cash, or through loan arrangements not handled by finance companies themselves.

Last year, 46,700 new vehicles were financed for an amount of \$65,422,230. These figures included 27,409 passenger models which were financed to the extent of \$32,418,868 and 19,291 trucks and buses financed for \$33,003,362. Average financed value for all new vehicles financed was \$1,401, while for new passenger cars the average was \$1,183 and for new commercial vehicles, \$1,711. The average financed value of new vehicles was at its lowest in 1930 when the figure was \$597. By the middle of the last decade the average was in the vicinity of \$700, approached \$800 at the beginning of the war and mounted fairly steadily thereafter.

Used vehicle financing increased sharply in 1947, the increasing output of new vehicles permitting a greater amount of trading in second-hand cars. The total of 72,167 units financed for \$43,322,528 was made up of 56,024 passenger cars and 16,143 trucks and buses. Although the number of units financed has been surpassed in a number of earlier years, the amount of financing was exceeded only in 1941. The average financed value of used vehicles has also reached a high point, the \$600 average for 1947 being well above that for any other year in the series. The average was as low as \$259 in 1934.

Sales and Financing of New Vehicles Compared

Of the total of new vehicles sold in 1947, only 20% were financed through finance companies. The percentage remained almost the same as in 1946, much below the ratio prevailing in the 1930's when the range was from 32% to 39%.

The proportion of sales financed in 1947 was somewhat higher for commercial vehicles (27%) than for passenger models (17%).

Table 1.--New Motor Vehicle Sales in Canada, by Months, 1947

Month	Total, Cars, Trucks and Buses		Passenger Cars		Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
1947, Total ...	230,255	416,237,495	159,205	283,190,390	71,050	133,047,105
January	13,977	24,160,357	9,175	15,694,415	4,802	8,465,942
February	15,806	27,259,532	10,883	18,316,979	4,923	8,942,553
March	18,237	31,792,728	12,329	21,279,100	5,908	10,513,628
April	19,176	33,467,922	12,299	20,946,191	6,877	12,521,731
May	19,105	33,467,905	12,678	21,547,037	6,427	11,920,868
June	20,688	36,069,507	14,992	25,634,051	5,696	10,435,456
July	20,696	36,340,691	14,763	25,438,871	5,933	10,901,820
August	17,094	31,305,819	12,038	21,693,371	5,056	9,612,448
September	23,491	43,739,986	16,336	30,041,628	7,155	13,698,358
October	23,647	44,867,072	15,365	28,184,536	8,282	16,682,536
November	20,690	40,531,118	15,422	30,164,646	5,268	10,366,472
December	17,648	33,234,858	12,925	24,249,565	4,723	8,985,293

Table 2.--New Motor Vehicle Sales in Canada, by Provinces, 1947

Province	Total, Cars, Trucks and Buses		Passenger Cars		Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
CANADA	230,255	416,237,495	159,205	283,190,390	71,050	133,047,105
Maritime Provinces	19,864	34,616,085	12,232	21,251,554	7,632	13,364,531
Quebec	41,966	79,397,049	28,833	53,197,457	13,133	26,199,592
Ontario	98,295	179,015,002	73,160	130,599,245	25,135	48,415,757
Manitoba	12,978	22,682,179	8,467	14,718,866	4,511	7,963,313
Saskatchewan	17,543	29,372,561	10,511	17,774,936	7,032	11,597,625
Alberta	19,569	34,335,717	11,952	20,786,799	7,617	13,548,918
British Columbia .	20,040	36,818,902	14,050	24,861,533	5,990	11,957,369

Table 3.--New Motor Vehicles Sold in Canada, by Provinces and Months, 1947

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Total Vehicles								
1947, Total ..	230,255	19,864	41,966	98,295	12,978	17,543	19,569	20,040
January	13,977	1,095	2,714	5,717	865	1,130	1,182	1,274
February	15,806	1,273	2,953	7,416	759	952	1,093	1,360
March	18,237	1,445	3,191	7,848	1,048	1,451	1,643	1,611
April	19,176	1,660	3,581	7,858	1,102	1,728	1,618	1,629
May	19,105	1,742	3,350	8,403	964	1,564	1,636	1,446
June	20,688	1,743	3,746	8,911	1,197	1,500	1,744	1,847
July	20,696	1,613	3,655	9,189	1,189	1,553	1,774	1,723
August	17,094	1,683	3,489	6,520	983	1,369	1,516	1,534
September	23,491	1,932	4,285	10,039	1,409	1,695	2,074	2,057
October	23,647	2,269	4,258	9,818	1,364	1,730	2,106	2,102
November	20,690	1,802	3,677	9,235	1,138	1,412	1,589	1,837
December	17,648	1,607	3,067	7,341	960	1,459	1,594	1,620
Passenger Cars								
1947, Total ..	159,205	12,232	28,833	73,160	8,467	10,511	11,952	14,050
January	9,175	681	1,813	3,955	517	646	658	905
February	10,883	783	2,076	5,426	468	575	654	901
March	12,329	878	2,059	5,838	643	878	972	1,061
April	12,299	1,003	2,379	5,309	703	912	980	1,013
May	12,678	1,044	2,181	5,841	623	1,019	991	979
June	14,992	1,191	2,605	6,848	822	957	1,207	1,362
July	14,763	1,071	2,581	7,066	791	935	1,077	1,242
August	12,038	981	2,605	4,933	666	846	870	1,137
September	16,336	1,206	3,024	7,587	931	971	1,216	1,401
October	15,365	1,208	2,728	7,219	803	858	1,127	1,422
November	15,422	1,178	2,597	7,446	784	914	1,085	1,418
December	12,925	1,008	2,185	5,692	716	1,000	1,115	1,209
Trucks and Buses								
1947, Total ..	71,050	7,632	13,133	25,135	4,511	7,032	7,617	5,990
January	4,802	414	901	1,762	348	484	524	369
February	4,923	490	877	1,990	291	377	439	459
March	5,908	567	1,132	2,010	405	573	671	550
April	6,877	657	1,202	2,549	399	816	638	616
May	6,427	698	1,169	2,562	341	545	645	467
June	5,696	552	1,141	2,063	375	543	537	485
July	5,933	542	1,074	2,123	398	618	697	481
August	5,056	702	884	1,587	317	523	646	397
September	7,155	726	1,261	2,452	478	724	858	656
October	8,282	1,061	1,530	2,599	561	872	979	680
November	5,268	624	1,080	1,789	354	498	504	419
December	4,723	599	882	1,649	244	459	479	411

Table 4.--Annual Sales of New Motor Vehicles in Canada, 1932 - 1947

Year	Total Vehicles			Passenger Cars			Trucks and Buses		
	Retail Value		Number	Retail Value		Number	Retail Value		Average Purchase Price
	Total	Average Purchase Price		Total	Average Purchase Price		Total	Average Purchase Price	
1932	\$ 45,260,742	\$ 987	38,621	\$ 38,919,015	\$1,008	7,249	\$ 6,341,727	\$ 875	
1933	\$ 45,450,230	\$1,003	39,568	\$ 39,692,630	\$1,003	5,764	\$ 5,757,600	\$ 999	
1934	\$ 75,785,461	\$1,033	61,503	\$ 63,566,402	\$1,034	11,855	\$ 12,219,059	\$1,031	
1935	\$101,742,449	\$1,003	83,242	\$ 83,429,114	\$1,002	18,219	\$ 18,313,335	\$1,005	
1936	\$117,582,796	\$1,038	92,287	\$ 95,403,199	\$1,034	21,027	\$ 22,179,597	\$1,055	
1937	\$149,170,527	\$1,033	114,275	\$116,886,334	\$1,023	30,166	\$ 32,284,193	\$1,070	
1938	\$135,011,908	\$1,114	95,751	\$105,006,462	\$1,097	25,414	\$ 30,005,446	\$1,181	
1939	\$125,967,521	\$1,098	90,054	\$ 97,131,128	\$1,079	24,693	\$ 28,836,393	\$1,168	
1940	\$148,845,278	\$1,140	101,789	\$114,928,833	\$1,129	28,763	\$ 33,916,445	\$1,179	
1941	\$151,868,905	\$1,286	83,642	\$108,923,842	\$1,302	34,431	\$ 42,944,963	\$1,247	
1942	\$ 42,879,522	\$1,413	17,286	\$ 23,899,745	\$1,383	13,070	\$ 18,979,777	\$1,452	
1943	\$ 7,557,360	\$1,575	984	\$ 1,378,200	\$1,401	3,814	\$ 6,179,160	\$1,620	
1944	(2)	-	2,156 ⁽¹⁾	(2)	-	9,514 ⁽¹⁾	(2)	-	
1945	(2)	-	4,526 ⁽¹⁾	(2)	-	19,830 ⁽¹⁾	(2)	-	
1946	\$193,329,005	\$1,611	77,742	\$120,325,496	\$1,548	42,302	\$ 73,003,509	\$1,726	
1947	\$416,237,495	\$1,808	159,205	\$283,190,390	\$1,779	71,050	\$133,047,105	\$1,873	

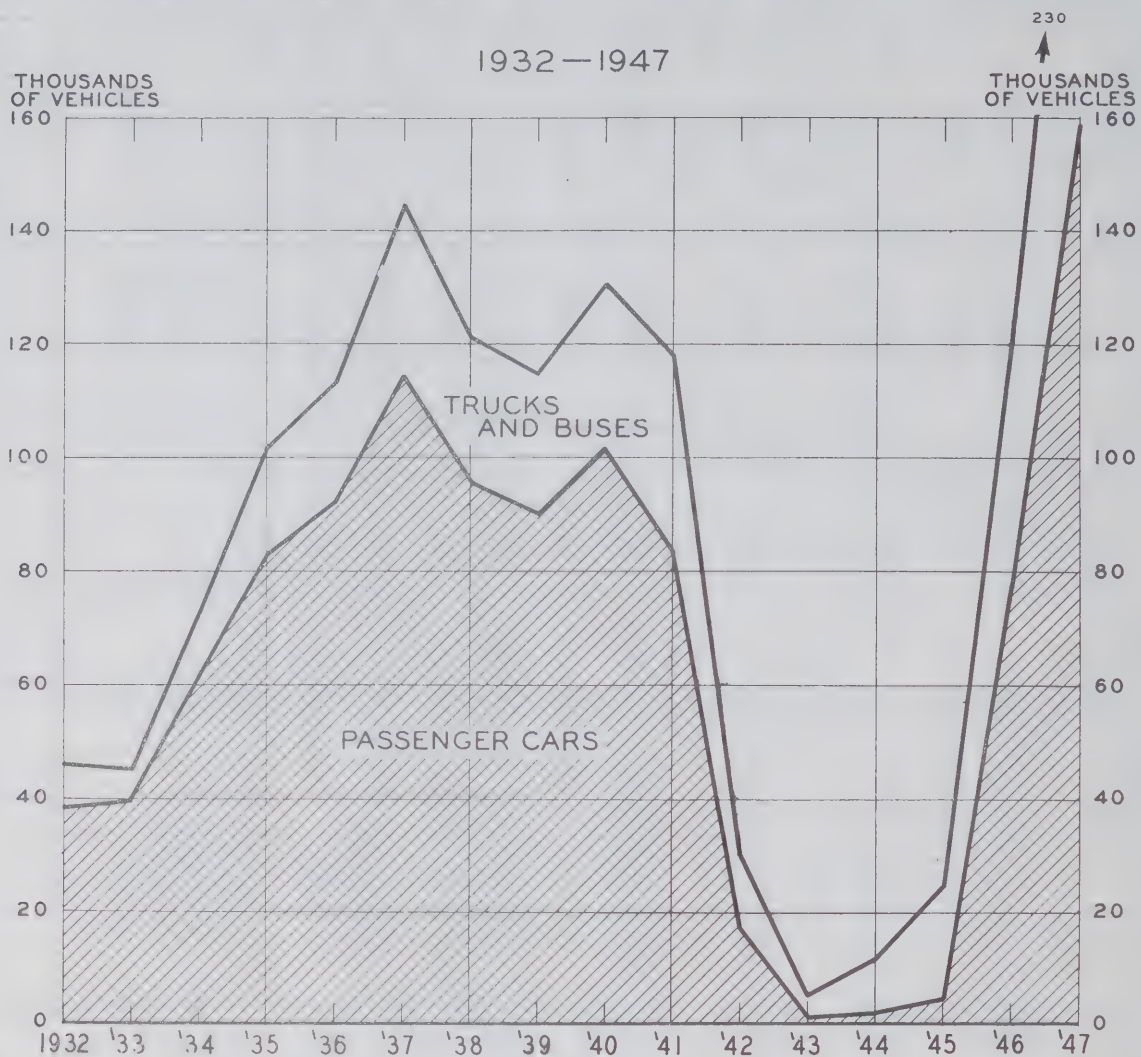
(1) The number of vehicles sold in 1944 and 1945 was obtained from official records of releases from the

Government-administered reserve bank of new vehicles.

(2) Retail values not available.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1932-1947



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

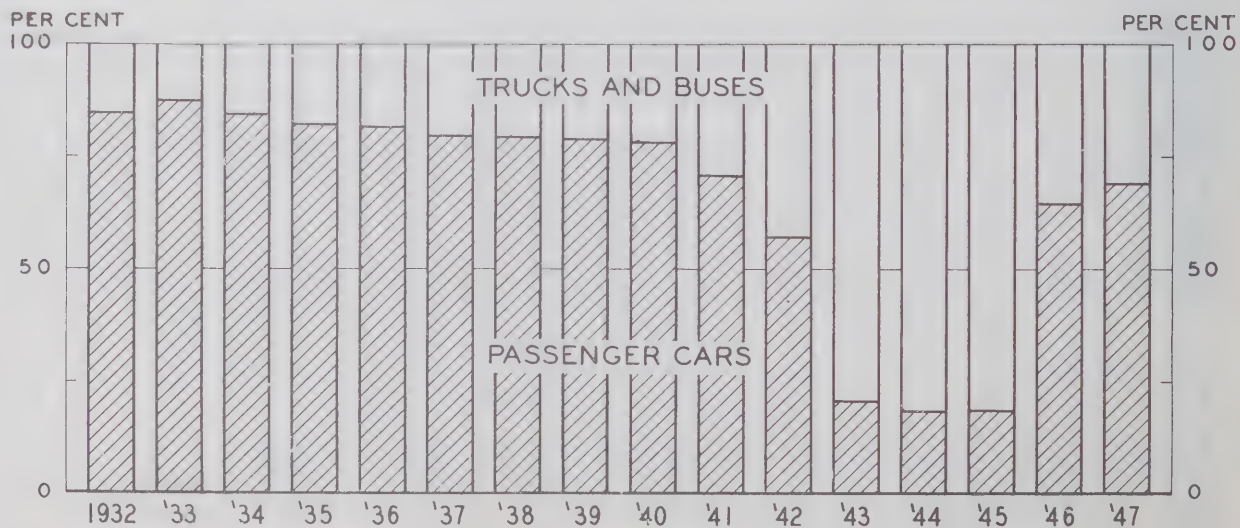


Table 5.--Average Purchase Price of New Motor Vehicles In Canada,
by Provinces, 1932 - 1947

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Passenger Cars								
1932	1,008	-	-	-	-	-	-	-
1933	1,003	-	-	-	-	-	-	-
1934	1,034	1,036	1,048	1,037	1,010	994	1,016	1,020
1935	1,002	991	1,017	1,008	971	962	986	993
1936	1,034	1,015	1,059	1,037	1,013	1,000	1,006	1,023
1937	1,023	1,003	1,047	1,025	1,009	991	1,007	1,007
1938	1,097	1,074	1,139	1,095	1,078	1,057	1,070	1,080
1939	1,079	1,048	1,133	1,076	1,067	1,042	1,046	1,066
1940	1,129	1,100	1,173	1,130	1,107	1,089	1,106	1,124
1941	1,302	1,285	1,340	1,300	1,283	1,265	1,289	1,288
1942	1,383	1,370	1,398	1,391	1,372	1,327	1,376	1,349
1943	1,401	-	-	-	-	-	-	-
1944	-	-	-	-	-	-	-	-
1945	-	-	-	-	-	-	-	-
1946	1,548	1,533	1,593	1,556	1,522	1,453	1,503	1,538
1947	1,779	1,737	1,845	1,785	1,738	1,691	1,739	1,770
Trucks and Buses								
1932	875	-	-	-	-	-	-	-
1933	999	-	-	-	-	-	-	-
1934	1,031	988	1,050	1,043	968	959	994	1,099
1935	1,005	985	1,054	1,005	930	925	958	1,077
1936	1,055	1,034	1,130	1,044	964	951	989	1,162
1937	1,070	1,002	1,087	1,073	1,031	974	1,032	1,227
1938	1,181	1,090	1,217	1,222	1,093	1,081	1,143	1,281
1939	1,168	1,070	1,230	1,214	1,076	1,047	1,143	1,235
1940	1,179	1,117	1,219	1,233	1,120	1,082	1,128	1,291
1941	1,247	1,168	1,294	1,329	1,156	1,099	1,182	1,309
1942	1,452	1,278	1,398	1,570	1,372	1,137	1,270	1,731
1943	1,620	-	-	-	-	-	-	-
1944	-	-	-	-	-	-	-	-
1945	-	-	-	-	-	-	-	-
1946	1,726	1,654	1,905	1,752	1,575	1,546	1,665	1,756
1947	1,873	1,751	1,995	1,926	1,765	1,649	1,779	1,996

Note: Dashes signify that retail values with which to compute average prices were not available.

Table 6.--Percentage Distribution by Provinces of the Number of New Motor Vehicles Sold In Canada, 1932 - 1947

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Passenger Cars								
1932	100.0	-	-	-	-	-	-	-
1933	100.0	-	-	-	-	-	-	-
1934	100.0	8.5	17.3	53.2	4.8	3.5	6.4	6.3
1935	100.0	6.9	17.3	53.3	5.2	3.9	6.8	6.6
1936	100.0	7.2	19.6	50.3	4.7	4.5	5.9	7.8
1937	100.0	8.1	19.8	48.5	5.4	5.0	6.0	7.2
1938	100.0	7.4	19.0	49.6	5.8	3.9	7.9	6.4
1939	100.0	7.8	18.5	46.1	5.9	6.6	8.2	6.9
1940	100.0	7.8	17.9	47.9	5.7	6.8	7.1	6.8
1941	100.0	7.9	19.7	48.5	5.1	5.8	6.2	6.8
1942	100.0	8.7	22.2	46.8	4.4	5.1	5.8	7.0
1943	100.0	-	-	-	-	-	-	-
1944	100.0	-	-	-	-	-	-	-
1945	100.0	-	-	-	-	-	-	-
1946	100.0	8.2	18.5	47.7	4.8	6.6	6.7	7.5
1947	100.0	7.7	18.1	46.0	5.3	6.6	7.5	8.8
Trucks and Buses								
1932	100.0	-	-	-	-	-	-	-
1933	100.0	-	-	-	-	-	-	-
1934	100.0	10.5	17.5	43.5	7.1	3.2	9.5	8.7
1935	100.0	11.1	18.0	40.9	7.5	4.4	8.6	9.5
1936	100.0	12.3	18.4	39.4	7.1	5.3	8.0	9.5
1937	100.0	12.5	22.5	37.1	7.4	4.6	7.1	8.8
1938	100.0	9.9	19.4	35.4	8.7	7.9	11.8	6.9
1939	100.0	9.7	18.7	35.0	6.0	12.0	11.9	6.7
1940	100.0	10.6	17.6	32.4	6.6	16.2	10.2	6.4
1941	100.0	11.2	19.0	33.0	6.0	12.7	10.8	7.3
1942	100.0	10.3	22.4	38.7	5.4	8.0	8.2	7.0
1943	100.0	-	-	-	-	-	-	-
1944	100.0	-	-	-	-	-	-	-
1945	100.0	-	-	-	-	-	-	-
1946	100.0	10.6	17.1	37.1	6.4	10.9	10.0	7.9
1947	100.0	10.7	18.5	35.4	6.4	9.9	10.7	8.4

Note: Provincial figures not available for 1932, 1933, 1943, 1944 and 1945.

**FINANCING OF
MOTOR VEHICLE SALES**

Table 7.--Financing of Motor Vehicle Sales in Canada, by Months, 1947

Month	Total, Passenger and Commercial		Passenger Cars		Trucks and Buses	
	Number	Amount of Financing	Number	Amount of Financing	Number	Amount of Financing
Total, New and Used Vehicles						
1947, Total	118,867	108,744,758	83,433	62,062,180	35,434	46,682,578
January	4,898	4,499,338	3,100	2,218,114	1,798	2,281,224
February	6,059	5,488,380	4,105	2,955,642	1,954	2,532,738
March	8,120	7,071,083	5,618	3,826,768	2,502	3,244,315
April	10,892	9,745,485	7,332	5,106,918	3,560	4,638,567
May	11,564	10,405,485	7,776	5,571,137	3,788	4,834,348
June	11,214	10,193,873	7,676	5,389,392	3,538	4,804,481
July	11,093	9,798,090	8,062	5,783,726	3,031	4,014,364
August	10,176	9,165,431	7,312	5,405,483	2,864	3,759,948
September	11,495	10,666,437	8,343	6,408,339	3,152	4,258,098
October	12,668	11,759,975	9,245	7,271,172	3,423	4,488,803
November	11,431	11,018,624	8,179	6,602,065	3,252	4,416,559
December	9,257	8,932,557	6,685	5,523,424	2,572	3,409,133
New Vehicles						
1947, Total	46,700	65,422,230	27,409	32,418,868	19,291	33,003,362
January	2,438	3,154,348	1,358	1,476,640	1,080	1,677,708
February	2,801	3,758,675	1,644	1,882,157	1,157	1,876,518
March	3,489	4,669,554	2,071	2,336,273	1,418	2,333,281
April	4,162	5,869,877	2,237	2,619,443	1,925	3,250,434
May	4,100	5,796,816	2,183	2,541,237	1,917	3,255,579
June	3,992	5,754,013	2,170	2,508,799	1,822	3,245,214
July	3,996	5,463,037	2,432	2,731,121	1,564	2,731,916
August	3,563	5,091,562	2,054	2,477,295	1,509	2,614,267
September	4,425	6,285,999	2,676	3,230,240	1,749	3,055,759
October	5,148	7,219,360	3,154	3,872,671	1,994	3,346,689
November	4,629	6,751,407	2,787	3,517,803	1,842	3,233,604
December	3,957	5,607,582	2,643	3,225,189	1,314	2,382,393
Used Vehicles						
1947, Total	72,167	43,322,528	56,024	29,643,312	16,143	13,679,216
January	2,460	1,344,990	1,742	741,474	718	603,516
February	3,258	1,729,705	2,461	1,073,485	797	656,220
March	4,631	2,401,529	3,547	1,490,495	1,084	911,034
April	6,730	3,875,608	5,095	2,487,475	1,635	1,388,133
May	7,464	4,608,669	5,593	3,029,900	1,871	1,578,769
June	7,222	4,439,860	5,506	2,880,593	1,716	1,559,267
July	7,097	4,335,053	5,630	3,052,605	1,467	1,282,448
August	6,613	4,073,869	5,258	2,928,188	1,355	1,145,681
September	7,070	4,380,438	5,667	3,178,099	1,403	1,202,339
October	7,520	4,540,615	6,091	3,398,501	1,429	1,142,114
November	6,802	4,267,217	5,392	3,084,262	1,410	1,182,955
December	5,300	3,324,975	4,042	2,298,235	1,258	1,026,740

Table 8.—Financing of Motor Vehicle Sales in Canada, by Provinces, 1947

Province	Total, Passenger and Commercial			Passenger Cars			Trucks and Buses		
	Amount of Financing			Amount of Financing			Amount of Financing		
	Number	Total	Average per Vehicle	Number	Total	Average per Vehicle	Number	Total	Average per Vehicle
Total, New and Used Vehicles									
CANADA	118,867	108,744,758	915	83,433	62,062,180	744	35,434	46,682,578	1,317
Maritime Provinces ..	8,382	7,897,144	942	4,645	3,742,035	806	3,737	4,155,109	1,112
Quebec	22,128	26,558,628	1,200	14,259	13,857,474	972	7,869	12,701,154	1,614
Ontario	57,303	43,564,486	760	45,024	29,041,110	645	12,279	14,523,376	1,184
Manitoba	5,963	5,693,811	955	3,937	3,167,290	804	2,026	2,526,521	1,247
Saskatchewan	4,680	4,495,465	961	2,390	1,962,180	821	2,290	2,533,285	1,106
Alberta	9,553	9,240,487	967	5,354	4,077,658	762	4,199	5,162,829	1,230
British Columbia	10,858	11,294,737	1,040	7,824	6,214,433	794	3,034	5,080,304	1,674
New Vehicles									
CANADA	46,700	65,422,230	1,401	27,409	32,418,868	1,183	19,291	33,003,362	1,711
Maritime Provinces ..	4,345	5,512,111	1,269	2,223	2,507,047	1,128	2,122	3,005,064	1,416
Quebec	10,944	17,568,442	1,605	6,463	8,640,357	1,337	4,481	8,928,085	1,992
Ontario	17,830	23,299,014	1,307	11,593	12,966,715	1,118	6,237	10,332,299	1,657
Manitoba	2,700	3,635,693	1,347	1,619	1,879,971	1,161	1,081	1,755,722	1,624
Saskatchewan	2,649	3,212,039	1,213	1,169	1,275,178	1,091	1,480	1,936,861	1,309
Alberta	4,262	5,652,999	1,326	2,050	2,276,581	1,111	2,212	3,376,418	1,526
British Columbia	3,970	6,541,932	1,648	2,292	2,873,019	1,253	1,678	3,668,913	2,186
Used Vehicles									
CANADA	72,167	43,322,528	600	56,024	29,643,312	529	16,143	13,679,216	847
Maritime Provinces ..	4,037	2,385,033	591	2,422	1,234,988	510	1,615	1,150,045	712
Quebec	11,184	8,990,186	804	7,796	5,217,117	669	3,388	3,773,069	1,114
Ontario	39,473	20,265,472	513	33,431	16,074,395	481	6,042	4,191,077	694
Manitoba	3,263	2,058,118	631	2,318	1,287,319	555	945	770,799	816
Saskatchewan	2,031	1,283,426	632	1,221	687,002	563	810	596,424	736
Alberta	5,291	3,587,488	678	3,304	1,801,077	545	1,987	1,786,411	899
British Columbia	6,888	4,752,805	690	5,532	3,341,414	604	1,356	1,411,391	1,041

Table 9.--Number of Motor Vehicles Financed, by Provinces and Months, 1947

NEW VEHICLES

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
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Passenger Cars

1947, Total	27,409	2,223	6,463	11,593	1,619	1,169	2,050	2,292
January	1,358	110	297	583	102	52	100	114
February	1,644	137	341	835	72	54	93	112
March	2,071	118	476	942	122	98	160	155
April	2,237	204	528	868	120	131	176	210
May	2,183	163	523	935	121	107	160	174
June	2,170	180	569	867	143	98	139	174
July	2,432	165	566	1,063	152	101	185	200
August	2,054	191	500	800	115	96	166	186
September	2,676	212	686	1,120	182	100	182	194
October	3,154	268	786	1,338	175	115	212	260
November	2,787	223	614	1,183	150	123	231	263
December	2,643	252	577	1,059	165	94	246	250

Trucks and Buses

1947, Total	19,291	2,122	4,481	6,237	1,081	1,480	2,212	1,678
January	1,080	103	205	420	52	74	121	105
February	1,157	133	228	423	52	61	141	119
March	1,418	113	273	533	96	114	161	128
April	1,925	214	462	595	119	156	213	166
May	1,917	198	475	632	104	167	196	145
June	1,822	207	419	583	116	150	200	147
July	1,564	140	434	535	78	121	140	116
August	1,509	194	333	454	85	137	173	133
September	1,749	196	411	576	86	106	200	174
October	1,994	253	504	598	112	162	207	158
November	1,842	236	425	491	106	157	268	159
December	1,314	135	312	397	75	75	192	128

Table 9.--Number of Motor Vehicles Financed, by Provinces and Months, 1947

USED VEHICLES

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
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Passenger Cars

1947, Total.	56,024	2,422	7,796	33,431	2,318	1,221	3,304	5,532
January	1,742	83	255	1,049	54	46	93	162
February	2,461	95	391	1,538	69	35	143	190
March	3,547	152	672	2,171	122	44	156	230
April	5,095	201	823	3,136	233	107	269	326
May	5,593	208	847	3,283	302	129	365	459
June	5,506	218	780	3,299	247	150	303	509
July	5,630	241	781	3,311	234	113	333	617
August	5,258	214	683	3,086	216	115	310	634
September	5,667	247	799	3,336	218	112	313	642
October	6,091	279	698	3,635	240	175	361	703
November	5,392	270	646	3,231	220	111	331	583
December	4,042	214	421	2,356	163	84	327	477

Trucks and Buses

1947, Total.	16,143	1,615	3,388	6,042	945	810	1,987	1,356
January	718	50	121	270	54	41	121	61
February	797	84	164	316	42	19	114	58
March	1,084	89	217	423	54	65	143	93
April	1,635	168	355	599	80	90	225	118
May	1,871	190	393	764	98	93	202	131
June	1,716	158	403	646	90	89	172	158
July	1,467	145	315	543	98	77	163	126
August	1,355	148	294	472	84	66	163	128
September	1,403	135	302	519	64	66	176	141
October	1,429	159	297	529	100	68	154	122
November	1,410	158	280	511	102	62	179	118
December	1,258	131	247	450	79	74	175	102

Table 10.--Financing of Motor Vehicle Sales in Canada, by Years, 1929 - 1947

Year	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Number	Amount of Financing		Number	Amount of Financing		Number	Amount of Financing	
		Total	Average per Vehicle		Total	Average per Vehicle		Total	Average per Vehicle
1929	164,131	88,165,531	537	71,582	48,104,523	672	92,549	40,061,008	433
1930	128,314	62,978,174	491	47,961	28,610,731	597	80,353	34,367,443	428
1931	98,623	41,941,254	425	33,988	20,869,547	614	64,635	21,071,707	326
1932	69,291	25,864,873	373	21,293	12,741,179	598	47,998	13,123,694	273
1933	54,238	20,158,788	372	15,880	10,030,368	632	38,358	10,128,420	264
1934	76,170	30,091,463	395	23,264	16,364,735	703	52,906	13,726,728	259
1935	100,178	40,251,521	402	31,950	22,410,656	701	68,228	17,840,865	261
1936	137,514	54,859,812	399	42,863	29,887,861	697	94,651	24,971,951	264
1937	177,898	75,850,173	426	56,247	40,664,675	723	121,651	35,185,498	289
1938	162,703	69,685,853	428	45,267	33,701,624	745	117,436	35,984,229	306
1939	153,107	62,768,746	410	37,320	27,852,627	746	115,787	34,916,119	302
1940	176,578	75,235,793	426	42,982	33,473,397	779	133,596	41,762,396	313
1941	182,419	84,716,783	464	41,032	34,887,591	850	141,387	49,829,192	352
1942	66,310	24,596,915	371	7,398	6,207,111	839	58,912	18,389,804	312
1943	39,573	14,892,566	376	1,077	1,254,878	1,165	38,496	13,637,688	354
1944	32,970	14,570,937	442	2,371	2,927,396	1,235	30,599	11,643,541	381
1945	27,986	14,437,182	516	3,630	4,934,456	1,359	24,356	9,502,726	390
1946	53,393	41,586,565	779	22,866	27,978,992	1,224	30,527	13,607,573	446
1947	118,867	108,744,758	915	46,700	65,422,230	1,401	72,167	43,322,528	600

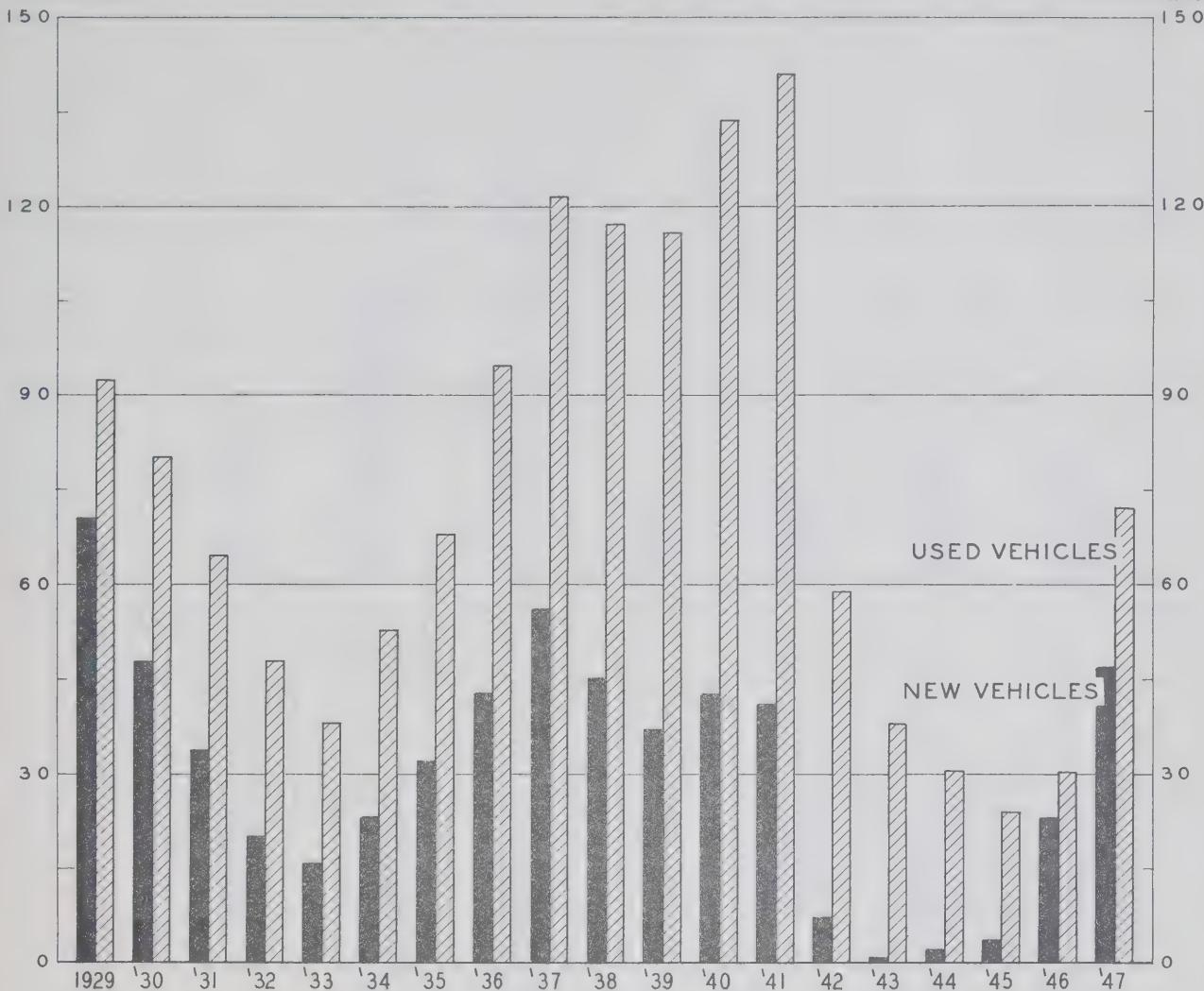
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NUMBER OF MOTOR VEHICLE SALES FINANCED

1929-1947

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT

PER CENT

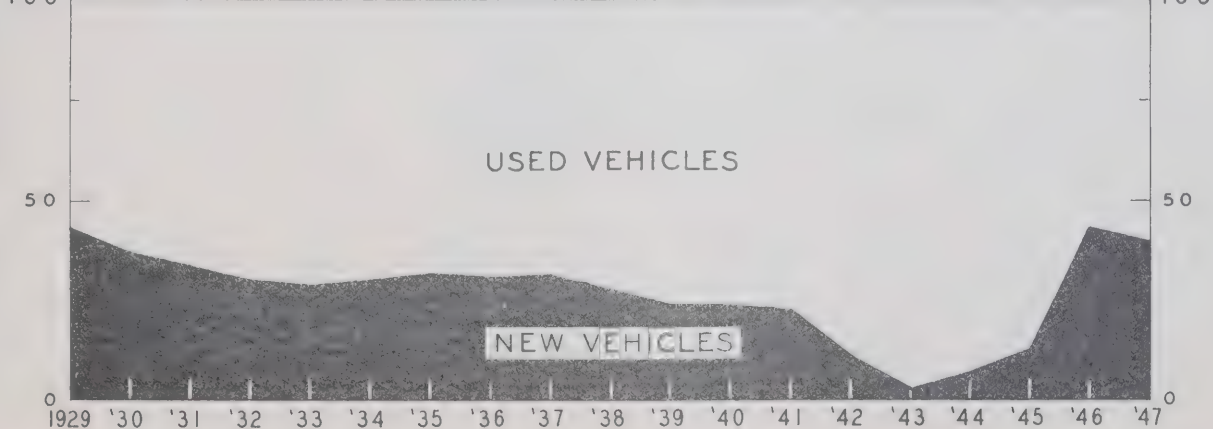


Table 11.--Percentage Distribution, by Provinces, of Motor Vehicles
Financed in Canada, 1936 - 1947

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
New Vehicles								
1936	100.0	6.5	18.8	46.2	11.8		9.2	7.5
1937	100.0	7.0	19.3	45.9	11.7		9.1	7.0
1938	100.0	6.4	19.0	42.4	14.4		11.6	6.2
1939	100.0	6.2	18.7	37.9	16.6		13.5	7.1
1940	100.0	6.7	17.6	38.3	20.0		11.2	6.2
1941	100.0	7.3	19.2	39.3	17.4		10.0	6.8
1942	100.0	5.7	20.9	39.5	13.6		13.1	7.2
1943	100.0	8.9	20.8	28.2	12.8		21.3	8.0
1944	100.0	12.6	22.4	22.3	12.2		22.4	8.1
1945	100.0	11.3	22.5	26.1	15.7		16.7	7.7
1946	100.0	9.3	20.6	41.2	5.6	6.0	10.0	7.3
1947	100.0	9.3	23.4	38.2	5.8	5.7	9.1	8.5
1946								
Passenger ..	100.0	7.5	21.6	47.1	4.7	4.5	7.4	7.2
Commercial ..	100.0	10.9	19.6	35.6	6.4	7.5	12.5	7.5
1947								
Passenger ..	100.0	8.1	23.5	42.3	5.9	4.3	7.5	8.4
Commercial ..	100.0	11.0	23.2	32.3	5.6	7.7	11.5	8.7
Used Vehicles								
1936	100.0	6.7	15.5	50.9	9.9		7.5	9.5
1937	100.0	7.5	16.2	52.2	9.1		6.8	8.2
1938	100.0	6.9	15.4	49.3	11.2		8.5	8.7
1939	100.0	7.4	14.5	45.9	13.0		9.6	9.6
1940	100.0	7.7	13.7	47.5	13.2		8.9	9.0
1941	100.0	7.0	13.1	50.2	11.9		8.4	9.4
1942	100.0	4.7	10.8	50.5	13.0		10.6	10.4
1943	100.0	3.2	10.1	50.8	12.8		11.0	12.1
1944	100.0	2.1	11.4	56.1	8.5		8.9	13.0
1945	100.0	2.1	15.1	56.1	7.0		8.3	11.4
1946	100.0	4.0	16.1	57.9	3.9	2.8	7.8	7.5
1947	100.0	5.6	15.5	54.7	4.5	2.8	7.3	9.6
1946								
Passenger ..	100.0	3.2	14.9	64.7	3.2	1.7	4.8	7.5
Commercial ..	100.0	6.4	19.6	38.9	6.0	5.7	15.9	7.5
1947								
Passenger ..	100.0	4.3	13.9	59.7	4.1	2.2	5.9	9.9
Commercial ..	100.0	10.0	21.0	37.4	5.9	5.0	12.3	8.4

PROVINCIAL DISTRIBUTION OF NEW MOTOR VEHICLE SALES AND FINANCING NUMBER OF UNITS 1947

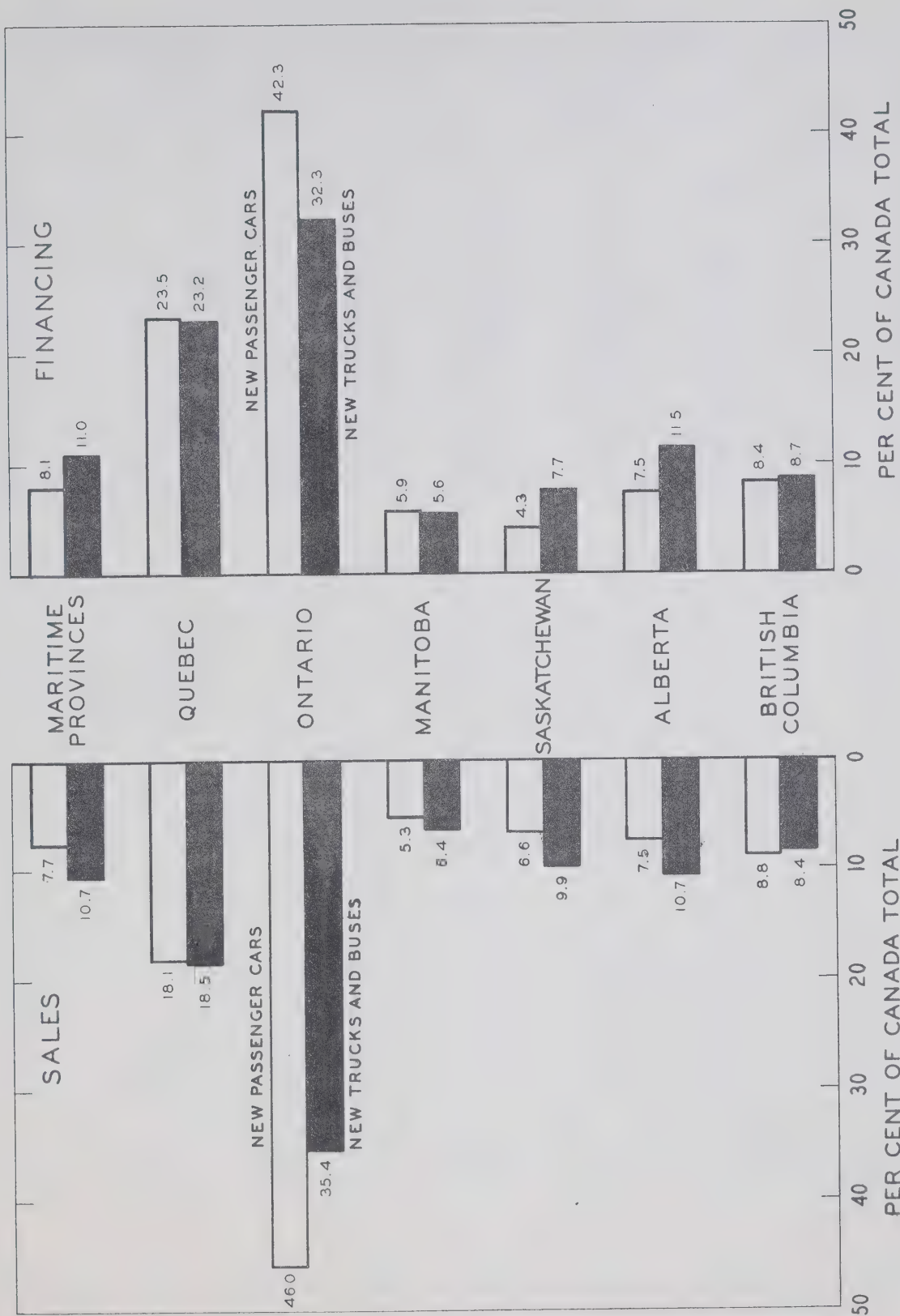


Table 12.--Average Financed Value of Motor Vehicles in Canada,
by Provinces, 1936 - 1947

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
New Vehicles								
1936	697	752	754	661	673		657	818
1937	723	761	783	702	661		675	821
1938	745	785	801	721	701		721	836
1939	746	805	798	725	685		726	854
1940	779	843	841	761	720		753	877
1941	850	911	928	824	779		790	987
1942	839	892	958	743	772		769	1,233
1943	1,165	1,095	1,181	1,172	1,162		1,024	1,562
1944	1,235	1,118	1,334	1,278	1,242		1,124	1,313
1945	1,359	1,224	1,573	1,199	1,281		1,281	1,805
1946	1,224	1,090	1,336	1,173	1,376	1,054	1,156	1,477
1947	1,401	1,269	1,605	1,307	1,347	1,213	1,326	1,648
1946								
Passenger ..	956	938	1,000	931	976	924	938	1,028
Commercial .	1,476	1,188	1,685	1,474	1,653	1,126	1,279	1,881
1947								
Passenger ..	1,183	1,128	1,337	1,118	1,161	1,091	1,111	1,253
Commercial .	1,711	1,416	1,992	1,657	1,624	1,309	1,526	2,186
Used Vehicles								
1936	264	273	285	250	264		293	274
1937	289	301	321	273	289		308	304
1938	306	310	340	285	314		328	332
1939	302	299	325	278	314		336	327
1940	313	303	335	286	338		352	350
1941	352	343	395	323	379		376	400
1942	312	315	363	271	340		368	366
1943	354	316	426	301	380		459	406
1944	381	347	494	325	409		509	420
1945	390	372	559	300	403		605	437
1946	446	474	646	342	523	564	600	557
1947	600	591	804	513	631	632	678	690
1946								
Passenger ..	334	351	482	294	308	371	346	369
Commercial .	756	643	989	564	837	724	812	1,071
1947								
Passenger ..	529	510	669	481	555	563	545	604
Commercial .	847	712	1,114	694	816	736	899	1,041

Table 13.--Sales and Financing of Sales of New Motor
Vehicles Compared, by Provinces, 1947

Province	Sales of New Vehicles		Financing of Sales of New Vehicles			
	Number of Vehicles	Retail Value	Number of Vehicles	Per cent of Total Number Sold	Amount of Financing	Per cent of Value of Total Number Sold
\$						
Total, Cars, Trucks and Buses						
CANADA	230,255	416,237,495	46,700	20.3	65,422,230	15.7
Maritime Provinces .	19,864	34,616,085	4,345	21.9	5,512,111	15.9
Quebec	41,966	79,397,049	10,944	26.1	17,568,442	22.1
Ontario	98,295	179,015,002	17,830	18.1	23,299,014	13.0
Manitoba	12,978	22,682,179	2,700	20.8	3,635,693	16.0
Saskatchewan	17,543	29,372,561	2,649	15.1	3,212,039	10.9
Alberta	19,569	34,335,717	4,262	21.8	5,652,999	16.5
British Columbia ...	20,040	36,818,902	3,970	19.8	6,541,932	17.8
Passenger Cars						
CANADA	159,205	283,190,390	27,409	17.2	32,418,868	11.4
Maritime Provinces .	12,232	21,251,554	2,223	18.2	2,507,047	11.8
Quebec	28,833	53,197,457	6,463	22.4	8,640,357	16.2
Ontario	73,160	130,599,245	11,593	15.8	12,966,715	9.9
Manitoba	8,467	14,718,866	1,619	19.1	1,879,971	12.8
Saskatchewan	10,511	17,774,936	1,169	11.1	1,275,178	7.2
Alberta	11,952	20,786,799	2,050	17.2	2,276,581	11.0
British Columbia ...	14,050	24,861,533	2,292	16.3	2,873,019	11.6
Trucks and Buses						
CANADA	71,050	133,047,105	19,291	27.2	33,003,362	24.8
Maritime Provinces .	7,632	13,364,531	2,122	27.8	3,005,064	22.5
Quebec	13,133	26,199,592	4,481	34.1	8,928,085	34.1
Ontario	25,135	48,415,757	6,237	24.8	10,332,299	21.3
Manitoba	4,511	7,963,313	1,081	24.0	1,755,722	22.0
Saskatchewan	7,032	11,597,625	1,480	21.0	1,936,861	16.7
Alberta	7,617	13,548,918	2,212	29.0	3,376,418	24.9
British Columbia ...	5,990	11,957,369	1,678	28.0	3,668,913	30.7

Table 14.--Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and Months, 1947

Month	CANADA				Maritime Provinces				Quebec				Ontario			
	Financed		% of		Financed		% of		Financed		% of		Financed		% of	
	Sold	Number	Number	Sold	Sold	Number	Number	Sold	Sold	Number	Number	Sold	Sold	Number	Number	% of
1947, Total	230,255	46,700	20.3	19,864	4,345	21.9	41,966	10,944	26.1	98,295	17,830	18.1				
January	13,977	2,438	17.4	1,095	213	19.5	2,714	502	18.5	5,717	1,003	17.5				
February	15,806	2,801	17.7	1,273	270	21.2	2,957	569	19.3	7,416	1,258	17.0				
March	18,237	3,489	19.1	1,445	231	16.0	3,191	749	23.5	7,848	1,475	18.8				
April	19,176	4,162	21.7	1,560	418	25.2	3,581	990	27.3	7,858	1,463	18.6				
May	19,105	4,100	21.5	1,742	361	20.7	3,350	998	29.8	8,403	1,567	18.6				
June	20,688	3,992	19.3	1,743	587	32.2	3,746	988	26.4	8,911	1,450	16.3				
July	20,696	3,996	19.3	1,613	305	18.9	3,565	1,000	27.4	9,189	1,598	17.4				
August	17,094	3,563	20.8	1,823	385	22.9	3,489	833	23.9	6,520	1,254	19.2				
September	23,491	4,425	18.8	1,932	408	21.1	4,235	1,097	25.6	10,039	1,696	16.9				
October	23,647	5,148	21.8	2,269	521	23.0	4,258	1,290	30.3	9,818	1,936	19.7				
November	20,690	4,629	22.4	1,802	459	25.5	3,877	1,059	28.3	9,235	1,674	18.1				
December	17,648	5,957	22.4	1,607	567	24.1	3,097	889	29.0	7,341	1,456	19.8				

Month	Manitoba				Saskatchewan				Alberta				British Columbia			
	Financed		% of		Financed		% of		Financed		% of		Financed		% of	
	Sold	Number	Number	Sold	Sold	Number	Number	Sold	Sold	Number	Number	Sold	Sold	Number	Number	% of
1947, Total	12,978	2,700	20.8	17,543	2,649	15.1	19,569	4,262	21.8	20,040	3,970	19.8				
January	865	154	17.8	1,130	126	11.2	1,182	221	18.7	1,274	219	17.2				
February	759	124	16.3	952	115	12.1	1,093	234	21.4	1,360	231	17.0				
March	1,048	218	20.8	1,451	212	14.6	1,643	321	19.5	1,611	283	17.6				
April	1,102	239	21.7	1,728	287	16.6	1,618	389	24.0	1,629	376	23.1				
May	964	225	23.3	1,564	274	17.5	1,636	356	21.8	1,446	319	22.1				
June	1,197	259	21.6	1,500	248	16.5	1,744	339	19.4	1,847	321	17.4				
July	1,189	230	19.3	1,553	222	14.3	1,774	325	18.3	1,723	316	18.3				
August	983	200	20.3	1,369	233	17.0	1,516	339	22.4	1,534	319	20.8				
September	1,409	268	19.0	1,695	206	12.2	2,074	382	18.4	2,057	368	17.9				
October	1,364	287	21.0	1,730	277	16.0	2,106	419	19.9	2,102	418	19.9				
November	1,138	256	22.5	1,412	280	19.8	1,589	499	31.4	1,837	422	23.0				
December	960	240	25.0	1,459	169	11.6	1,594	438	27.5	1,620	378	23.3				

NEW MOTOR VEHICLES

1947 SALES AND FINANCING COMPARED

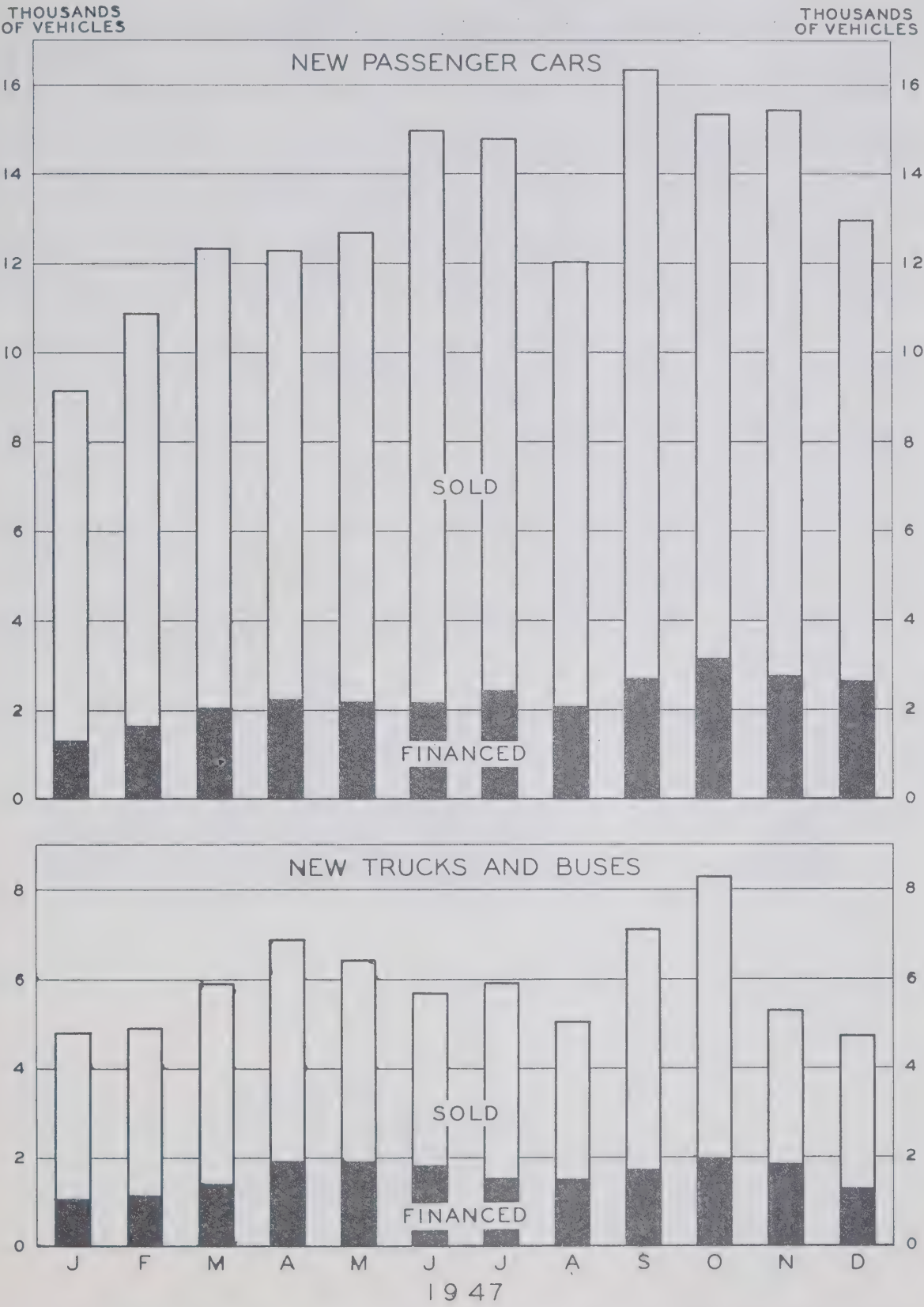


Table 15.--Sales and Financing of New Motor Vehicles
in Canada Compared, 1932 - 1947

Year	Sales of New Vehicles		Financing of New Vehicle Sales			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
1932	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933	45,332	45,450,230	15,880	35.0	10,030,368	22.1
1934	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936	113,314	117,582,796	42,863	37.8	29,887,861	25.4
1937	144,441	149,170,527	56,247	38.9	40,664,675	27.3
1938	121,165	135,011,908	45,267	37.4	33,701,624	25.0
1939	114,747	125,967,521	37,320	32.5	27,852,627	22.1
1940	130,552	148,845,278	42,982	32.9	33,473,397	22.5
1941	118,073	151,868,905	41,032	34.8	34,887,591	23.0
1942	30,356	42,879,522	7,398	24.4	6,207,111	14.5
1943	4,798	7,557,360	1,077	22.4	1,254,878	16.6
1944	(x)11,670	-	2,371	20.3	2,927,396	-
1945	(x)24,356	-	3,630	14.9	4,934,456	-
1946	120,044	193,329,005	22,866	19.0	27,978,992	14.5
1947	230,255	416,237,495	46,700	20.3	65,422,230	15.7

(x) Releases from reserve pool.

NEW MOTOR VEHICLES SALES AND FINANCING

1932 — 1947

THOUSANDS
OF VEHICLES

180

160

140

120

100

80

60

40

20

0

THOUSANDS
OF VEHICLES

180

160

140

120

100

80

60

40

20

0

NEW MOTOR VEHICLES SOLD

NEW MOTOR VEHICLES FINANCED

230

PER CENT
60PER CENT
60

NEW VEHICLES FINANCED AS A PERCENTAGE OF THE NUMBER SOLD

40

20

0

40

20

0

1932 '33 '34 '35 '36 '37 '38 '39 '40 '41 '42 '43 '44 '45 '46 '47

* SALES FOR 1944 AND 1945

OBTAINED FROM RECORDS OF VEHICLES RELEASED FROM THE RESERVE POOL

208

MERCHANDISING FILE
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Government of Canada

NEW MOTOR VEHICLE SALES

AND

MOTOR VEHICLE FINANCING

1948



**DOMINION BUREAU OF STATISTICS
DEPARTMENT OF TRADE AND COMMERCE**

**NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
1948**

Published by Authority of the Rt. Hon. C. D. Howe
Minister of Trade and Commerce

Prepared in the Merchandising and Services Section,
of the Industry and Merchandising Division,
Dominion Bureau of Statistics, Ottawa

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DEFINITIONS

1. RETAIL VALUE:

is the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Duty is included in the retail value of imported vehicles. Freight charges from the factory to place of purchase are excluded.

2. COMMERCIAL VEHICLES:

is a term which is occasionally used for convenience in some parts of this report and is synonymous with the term "trucks and buses", which is used more frequently. Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

3. AMOUNT OF FINANCING:

is the deferred portion of the purchase price together with finance charges and insurance.

SALES AND FINANCING OF MOTOR VEHICLES CANADA, 1948

Introduction

Summary statistics on new motor vehicle sales and financing of motor vehicle sales at the retail level are contained in this report. Although emphasis has been placed on 1948 results, which have been revised since publication of monthly reports last year, less detailed statistics for previous years are also included.

Statistics on new motor vehicle sales have been available since 1932, but very meagre results are given for 1944 and 1945, years in which distribution was sharply curtailed by the demands of war production. A separate tabulation of the sales of motor buses and coaches is possible as a result of additional information obtained during the past year, but they continue to be included with trucks in the main tables of the report in order to preserve continuity of the various series.

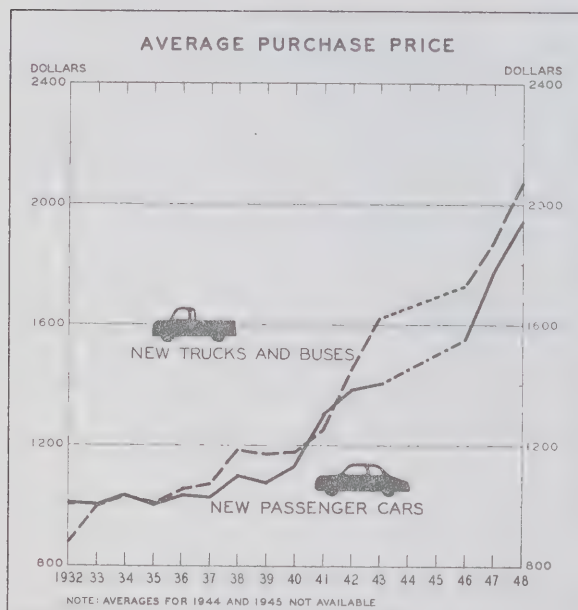
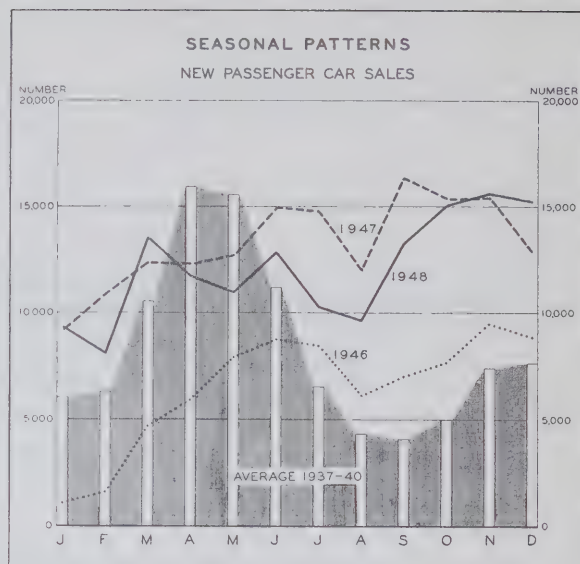
In the field of motor vehicle financing, the number and volume of transactions for used as well as new vehicles are given.

A report "Sales and Financing of Motor Vehicles" is issued each month. The subscription rate is \$1.00 per year.

New Motor Vehicle Sales

Sharp upward movement of new motor vehicle sales in 1946 and 1947 gave way to a slight decrease in number of articles sold in 1948, but retail value of sales was higher than 1947. During the past year, 221,300 new vehicles sold for \$439,216,988, while in 1947, 230,255 new vehicles sold for \$416,237,395. Sales of trucks and buses moved upward to a new all-time peak in 1948, and all of the reduction in total vehicle sales was due to a decrease in the sale of new passenger cars.

A total of 145,655 new passenger vehicles retailed for \$282,903,958, down 9% in number and fractionally lower in value compared with the 159,205 units sold for \$283,190,390 in 1947. Part of the decrease from the previous year was due to restrictions on imports of United States-made vehicles which were in effect last year as part of the dollar conservation measures. It is apparent from the accompanying chart that the general seasonal pattern of sales for 1948 was not distinctly different from that for 1947, and still far removed from that which characterized pre-war merchandising of motor vehicles in Canada. Much of the difference in sales volume between the two years occurred during the late spring and summer months. In the late months of the year, volume was above the 1948 level.



There were 75,645 trucks and buses sold for a total of \$156,313,030 in 1948, while in 1947 the totals were 71,050 units with a selling price of \$133,047,105. The rate at which commercial vehicle sales exceeded 1947 figures was quite high throughout most of the year, but diminished toward the latter part of 1948. One commercial vehicle was sold for every two passenger models retailed last year, and this relationship has held during the past three years.

The average purchase price of new motor vehicles advanced from \$1,808 in 1947 to \$1,985 in 1948. This upward trend in price was evident in both the passenger and commercial vehicle fields. The chart at the left traces the movement in the "average purchase

price" from 1932 onwards.

The provincial distribution of new motor vehicle sales showed little change from 1947. Ontario absorbed 46% of the total passenger car sales and 36% of the trucks and buses sold in the country. Passenger car sales were lower by 8% or 9% in all provinces except Manitoba and British Columbia where sales fell off 3% and 11% respectively. Sales of commercial vehicles were down 7% from 1947 in the Maritime Provinces, but all other provinces reported sales increases and these ranged from 3% in Saskatchewan to 12% in British Columbia.

The tables which follow give a summary of bus sales in Canada by months and by provinces for 1948.

Sales of Buses in Canada, 1948

	Number	Retail Value
By Months		
Annual Total	787	13,475,993
January	72	1,312,827
February	16	261,386
March	59	1,016,766
April	77	1,292,193
May	77	1,333,445
June	80	1,369,079
July	57	1,032,387
August	68	891,209
September	68	1,105,105
October	62	1,083,145
November	75	1,368,910
December	76	1,409,541
By Provinces		
CANADA	787	13,475,993
Maritime Provinces	87	1,585,882
Quebec	175	2,930,506
Ontario	280	4,404,256
Manitoba	38	728,456
Saskatchewan	11	239,628
Alberta	89	1,685,175
British Columbia	107	1,902,090

Motor Vehicle Financing

Operations of Canadian finance companies expanded rapidly during 1948, more noticeably in used vehicles than new vehicles. In total, 155,634 vehicles were financed for \$144,955,013, and increases amounted to 31% in number and 33% in amount of financing compared with the 118,867 units financed for \$108,744,758 in 1947.

More new vehicle sales were financed in 1948 than in 1947, and though this was contrary to the trend in sales, the margin of increase was quite moderate. A total of 51,867 new vehicles was financed to the extent

of \$73,805,672 in 1948, while corresponding 1947 totals showed 46,700 units financed for \$65,422,230. New passenger car financing rose from 27,409 units in 1947 to 29,923 in 1948, and trucks and buses from 19,291 to 21,944.

An outstanding feature of financing last year was the rapid extension of activity in the used vehicle field. Of 103,767 used vehicles financed in 1948, 83,323 were used passenger cars. The 1947 totals showed 72,167 used vehicles financed including 56,024 passenger cars.

Almost three used passenger cars were financed in 1948 for each new passenger car financed. In 1947, the relationship was two used passenger cars financed for each new one.

There was a further rise in the average financed value of motor vehicles in 1948 compared with 1947, but the change was smaller than that which took place in 1947. An exception to this trend occurred in the case of new commercial vehicles. Average financed values in each of the last two years were as follows:

	<u>1947</u>	<u>1948</u>
	\$	\$
New Passenger Cars	1,183	1,259
New Commercial Vehicles ...	1,711	1,646
Used Passenger Cars	529	639
Used Commercial Vehicles ..	847	875

Sales and Financing of New Vehicles Compared

A higher proportion of new car sales was financed in 1948 than in 1947 -- 23.4% last year and 20.3% a year previously. The difference is not large in percentage terms, and 1948 results did not approach the customary pre-war relationship when financing normally ranged from 32% to 39% of sales. However, it is apparent that the number of cash buyers was much smaller in 1948. The change was greater for passenger than for commercial vehicles. Passenger cars financed totalled 20.5% of sales in 1948 and 17.2% in 1947, while commercial vehicle financing was 29.0% of sales in 1948 and 27.2% in 1947. The financing statistics reported in this survey apply only to the activities of acceptance companies, and do not include the financing of motor vehicles through other sources or loans made from banks, insurance companies or small loan companies for the purchase of motor vehicles.

Table 1.--New Motor Vehicle Sales in Canada, by Months, 1948

Month	Total, Cars, Trucks and Buses		Passenger Cars		Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
Annual Total ...	221,300	439,216,988	145,655	282,903,958	75,645	156,313,030
January	13,704	26,937,531	9,316	17,191,619	4,388	9,745,912
February	13,193	25,554,594	8,103	15,272,034	5,090	10,282,560
March	20,974	40,688,378	13,540	25,668,823	7,434	15,019,555
April	19,286	37,689,634	11,725	22,362,967	7,561	15,326,667
May	18,751	37,709,965	10,963	21,486,105	7,788	16,223,860
June	21,626	43,430,979	12,855	25,853,311	8,771	17,577,668
July	16,164	33,000,923	10,296	21,135,333	5,868	11,865,590
August	13,676	27,616,430	9,656	19,129,644	4,020	8,486,786
September	19,007	37,720,406	13,278	26,000,908	5,729	11,719,498
October	21,110	41,740,931	15,060	28,972,963	6,050	12,767,968
November	22,345	44,096,591	15,628	30,136,853	6,717	13,959,738
December	21,464	43,030,626	15,235	29,693,398	6,229	13,337,228

Table 2.--New Motor Vehicle Sales in Canada, by Provinces, 1948

Province	Total, Cars, Trucks and Buses		Passenger Cars		Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
CANADA	221,300	439,216,988	145,655	282,903,958	75,645	156,313,030
Maritime Provinces.	18,212	35,630,813	11,142	21,325,039	7,070	14,305,774
Quebec	40,776	82,720,546	26,266	51,330,469	14,510	31,390,077
Ontario	94,472	185,900,615	67,000	130,599,169	27,472	55,301,446
Manitoba	12,941	25,327,672	8,190	15,902,023	4,751	9,425,649
Saskatchewan	16,836	31,741,815	9,562	18,349,231	7,274	13,392,584
Alberta	18,848	38,236,152	10,959	21,174,537	7,889	17,061,615
British Columbia ..	19,215	39,659,375	12,536	24,223,490	6,679	15,435,885

Table 3.--New Motor Vehicles Sold in Canada, by Provinces and Months, 1948

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Total Vehicles								
Annual Total .	221,300	18,212	40,776	94,472	12,941	16,836	18,848	19,215
January	13,704	1,501	2,761	5,149	705	1,055	1,107	1,426
February	13,193	1,244	2,422	5,587	711	988	1,029	1,212
March	20,974	1,786	3,775	9,229	1,268	1,487	1,660	1,769
April	19,286	1,737	3,723	7,743	1,220	1,481	1,667	1,715
May	18,751	1,354	3,450	8,123	1,134	1,306	1,629	1,755
June	21,626	1,691	4,035	9,496	1,099	1,918	1,630	1,757
July	16,164	1,087	2,701	8,359	818	792	1,083	1,324
August	13,676	1,093	2,910	5,100	977	1,166	1,347	1,083
September	19,007	1,085	3,571	8,110	1,321	1,428	1,823	1,669
October	21,110	1,598	3,581	9,150	1,271	1,596	2,078	1,836
November	22,345	2,108	3,586	9,081	1,332	2,312	1,977	1,949
December	21,464	1,928	4,261	9,345	1,085	1,307	1,818	1,720
Passenger Cars								
Annual Total .	145,655	11,142	26,266	67,000	8,190	9,562	10,959	12,536
January	9,316	833	1,647	3,842	500	724	742	1,028
February	8,103	710	1,257	3,805	434	545	523	829
March	13,540	976	2,265	6,502	803	892	1,023	1,079
April	11,725	918	2,163	5,127	756	787	964	1,010
May	10,963	728	1,879	5,162	656	667	772	1,099
June	12,855	898	2,364	5,974	635	967	926	1,091
July	10,296	632	1,742	5,693	475	453	566	735
August	9,656	753	2,274	3,799	629	685	787	729
September	13,278	748	2,631	6,294	765	700	1,032	1,108
October	15,060	1,228	2,692	6,811	823	953	1,256	1,300
November	15,628	1,449	2,582	6,506	990	1,464	1,269	1,368
December	15,235	1,272	2,770	7,485	724	725	1,099	1,160
Trucks and Buses								
Annual Total .	75,645	7,070	14,510	27,472	4,751	7,274	7,889	6,579
January	4,388	668	1,114	1,307	205	331	365	398
February	5,090	534	1,165	1,782	277	443	506	383
March	7,434	810	1,510	2,727	465	595	637	690
April	7,561	819	1,560	2,616	464	694	703	705
May	7,788	626	1,571	2,961	478	639	857	656
June	8,771	793	1,671	3,522	464	951	704	666
July	5,868	455	959	2,666	343	339	517	589
August	4,020	340	636	1,301	348	481	560	354
September	5,729	337	940	1,816	556	728	791	561
October	6,050	373	889	2,339	448	643	822	536
November	6,717	659	1,004	2,575	342	848	708	581
December	6,229	656	1,491	1,860	361	582	719	560

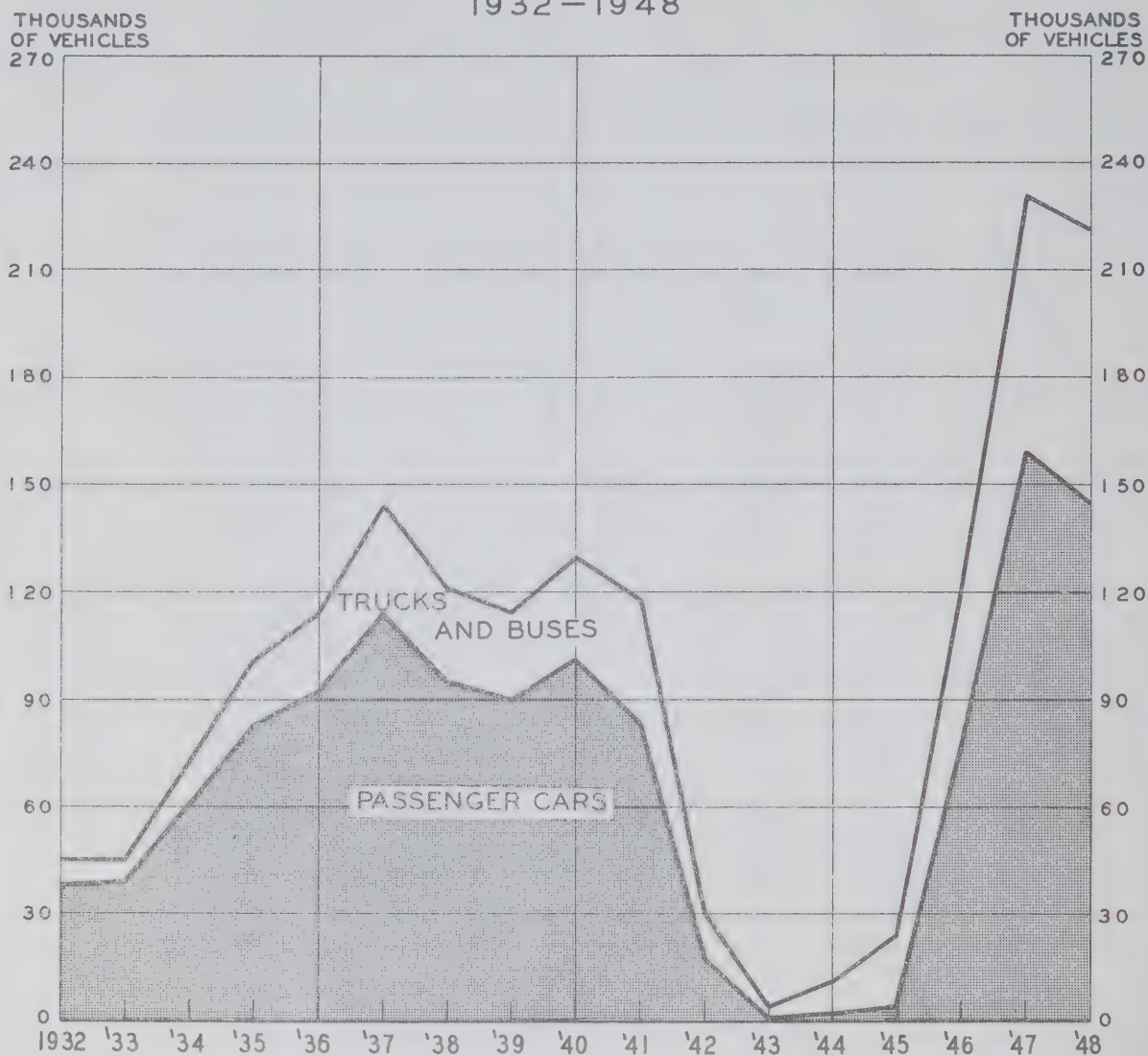
Table 4.--Annual Sales of New Motor Vehicles in Canada, 1932 - 1948

Year	Total Vehicles			Passenger Cars			Trucks and Buses		
	Number	Retail Value		Number	Retail Value		Number	Retail Value	
		Total	Average Purchase Price		Total	Average Purchase Price		Total	Average Purchase Price
1932	45,870	45,260,742	987	38,621	38,919,015	1,008	7,249	6,341,727	875
1933	45,332	45,450,230	1,003	39,568	39,692,630	1,003	5,764	5,757,600	999
1934	73,358	75,785,461	1,033	61,503	63,566,402	1,034	11,855	12,219,059	1,031
1935	101,461	101,742,449	1,003	83,242	83,429,114	1,002	18,219	18,313,335	1,005
1936	113,314	117,582,796	1,038	92,287	95,403,199	1,034	21,027	22,179,597	1,055
1937	144,441	149,170,527	1,033	114,275	116,886,334	1,023	30,166	32,284,193	1,070
1938	121,165	135,011,908	1,114	95,751	105,006,462	1,097	25,414	30,005,446	1,181
1939	114,747	125,967,521	1,098	90,054	97,131,128	1,079	24,693	28,836,393	1,168
1940	130,552	148,845,278	1,140	101,789	114,928,833	1,129	28,763	33,916,445	1,179
1941	118,073	151,868,905	1,286	83,642	108,923,842	1,302	34,431	42,944,963	1,247
1942	30,356	42,879,522	1,413	17,286	23,899,745	1,383	13,070	18,979,777	1,452
1943	4,798	7,557,360	1,575	984	1,378,200	1,401	3,814	6,179,160	1,620
1944	(1) 11,670	(2)	-	(1) 2,156	(2)	-	(1) 9,514	(2)	-
1945	(1) 24,356	(2)	-	(1) 4,526	(2)	-	(1) 19,830	(2)	-
1946	120,044	193,329,005	1,611	77,742	120,325,496	1,548	42,302	73,003,509	1,726
1947	230,255	416,237,495	1,808	159,205	283,190,390	1,779	71,050	133,047,105	1,873
1948	221,300	439,216,988	1,985	145,655	282,903,958	1,942	75,645	156,313,030	2,066

(1) The number of vehicles sold in 1944 and 1945 was obtained from official records of releases from the Government-administered reserve bank of new vehicles. (2) Retail values not available.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1932—1948



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

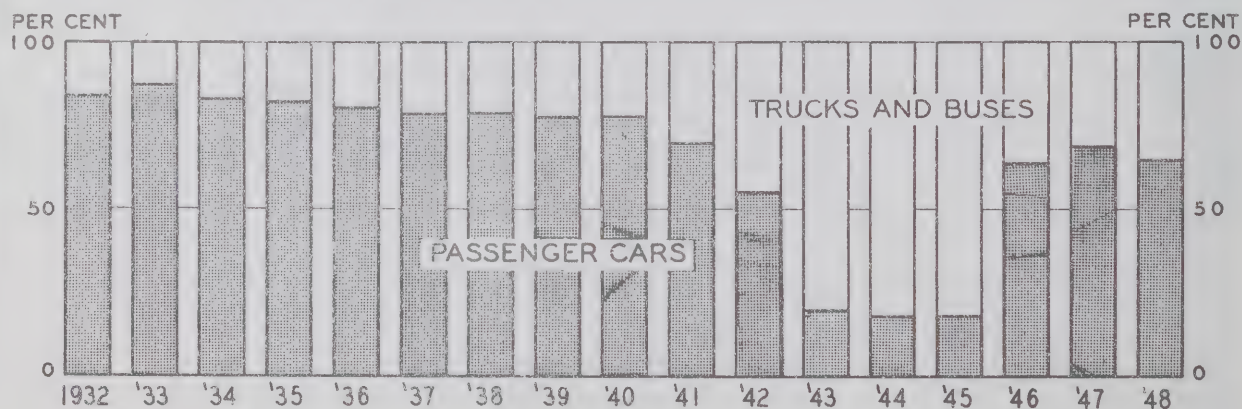


Table 5.--Average Purchase Price of New Motor Vehicles in Canada
by Provinces, 1932 - 1948

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	\$	\$	\$	\$	\$	\$	\$	\$
Passenger Cars								
1932	1,008	-	-	-	-	-	-	-
1933	1,003	-	-	-	-	-	-	-
1934	1,034	1,036	1,048	1,037	1,010	994	1,016	1,020
1935	1,002	991	1,017	1,008	971	962	986	993
1936	1,034	1,015	1,059	1,037	1,013	1,000	1,006	1,023
1937	1,023	1,003	1,047	1,025	1,009	991	1,007	1,007
1938	1,097	1,074	1,139	1,095	1,078	1,057	1,070	1,080
1939	1,079	1,048	1,133	1,076	1,067	1,042	1,046	1,066
1940	1,129	1,100	1,173	1,130	1,107	1,089	1,106	1,124
1941	1,302	1,285	1,340	1,300	1,283	1,265	1,289	1,288
1942	1,383	1,370	1,398	1,391	1,372	1,327	1,376	1,349
1943	1,401	-	-	-	-	-	-	-
1944	-	-	-	-	-	-	-	-
1945	-	-	-	-	-	-	-	-
1946	1,548	1,533	1,593	1,556	1,522	1,453	1,503	1,538
1947	1,779	1,737	1,845	1,785	1,738	1,691	1,739	1,770
1948	1,942	1,914	1,954	1,949	1,942	1,919	1,932	1,932
Trucks and Buses								
1932	875	-	-	-	-	-	-	-
1933	999	-	-	-	-	-	-	-
1934	1,031	988	1,050	1,043	968	959	994	1,099
1935	1,005	985	1,054	1,005	930	925	958	1,077
1936	1,055	1,034	1,130	1,044	964	951	989	1,162
1937	1,070	1,002	1,087	1,073	1,031	974	1,032	1,227
1938	1,181	1,090	1,217	1,222	1,093	1,081	1,143	1,281
1939	1,168	1,070	1,230	1,214	1,076	1,047	1,143	1,235
1940	1,179	1,117	1,219	1,233	1,120	1,082	1,128	1,291
1941	1,247	1,168	1,294	1,329	1,156	1,099	1,182	1,309
1942	1,452	1,278	1,398	1,570	1,372	1,137	1,270	1,731
1943	1,620	-	-	-	-	-	-	-
1944	-	-	-	-	-	-	-	-
1945	-	-	-	-	-	-	-	-
1946	1,726	1,654	1,905	1,752	1,575	1,546	1,665	1,756
1947	1,873	1,751	1,995	1,926	1,765	1,649	1,779	1,996
1948	2,066	2,023	2,163	2,013	1,984	1,841	2,163	2,311

Note: Dashes signify that retail values with which to compute average prices were not available.

Table 6.--Provincial Distribution of New Motor Vehicles
Sold In Canada, 1934 - 1948

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
Passenger Cars								
1934	100.0	8.5	17.3	53.2	4.8	3.5	6.4	6.3
1935	100.0	6.9	17.3	53.3	5.2	3.9	6.8	6.6
1936	100.0	7.2	19.6	50.3	4.7	4.5	5.9	7.8
1937	100.0	8.1	19.8	48.5	5.4	5.0	6.0	7.2
1938	100.0	7.4	19.0	49.6	5.8	3.9	7.9	6.4
1939	100.0	7.8	18.5	46.1	5.9	6.6	8.2	6.9
1940	100.0	7.8	17.9	47.9	5.7	6.8	7.1	6.8
1941	100.0	7.9	19.7	48.5	5.1	5.8	6.2	6.8
1942	100.0	8.7	22.2	46.8	4.4	5.1	5.8	7.0
1943	100.0	-	-	-	-	-	-	-
1944	100.0	-	-	-	-	-	-	-
1945	100.0	-	-	-	-	-	-	-
1946	100.0	8.2	18.5	47.7	4.8	6.6	6.7	7.5
1947	100.0	7.7	18.1	46.0	5.3	6.6	7.5	8.8
1948	100.0	7.6	18.1	46.0	5.6	6.6	7.5	8.6
Trucks and Buses								
1934	100.0	10.5	17.5	43.5	7.1	3.2	9.5	8.7
1935	100.0	11.1	18.0	40.9	7.5	4.4	8.6	9.5
1936	100.0	12.3	18.4	39.4	7.1	5.3	8.0	9.5
1937	100.0	12.5	22.5	37.1	7.4	4.6	7.1	8.8
1938	100.0	9.9	19.4	35.4	8.7	7.9	11.8	6.9
1939	100.0	9.7	18.7	35.0	6.0	12.0	11.9	6.7
1940	100.0	10.6	17.6	32.4	6.6	16.2	10.2	6.4
1941	100.0	11.2	19.0	33.0	6.0	12.7	10.8	7.3
1942	100.0	10.3	22.4	38.7	5.4	8.0	8.2	7.0
1943	100.0	-	-	-	-	-	-	-
1944	100.0	-	-	-	-	-	-	-
1945	100.0	-	-	-	-	-	-	-
1946	100.0	10.6	17.1	37.1	6.4	10.9	10.0	7.9
1947	100.0	10.7	18.5	35.4	6.4	9.9	10.7	8.4
1948	100.0	9.4	19.2	36.3	6.3	9.6	10.4	8.8

Notes: Provincial figures not available for 1943, 1944, and 1945.

FINANCING OF
MOTOR VEHICLE SALES

Table 7.—Financing of Motor Vehicle Sales in Canada, by Months, 1948

Month	Total, Passenger and Commercial		Passenger Cars		Trucks and Buses	
	Number	Amount of Financing	Number	Amount of Financing	Number	Amount of Financing
		\$		\$		\$
Total, New and Used Vehicles						
Annual Total ..	165,634	144,955,013	113,246	90,935,003	42,388	54,020,010
January	7,563	7,319,749	5,500	4,630,404	2,063	2,689,345
February	8,632	8,067,640	6,118	4,813,065	2,514	3,254,575
March	12,577	11,714,730	9,067	7,242,853	3,510	4,471,877
April	16,295	14,929,095	11,421	8,627,790	4,874	6,301,305
May	15,631	14,373,968	10,653	7,997,808	4,878	6,376,160
June	15,436	14,110,034	11,026	8,411,660	4,410	5,698,374
July	14,403	13,285,564	10,610	8,522,694	3,793	4,762,870
August	12,515	11,407,351	9,256	7,279,461	3,259	4,127,890
September	13,024	12,141,169	9,884	8,191,718	3,140	3,949,451
October	14,012	12,988,618	10,629	8,899,336	3,383	4,089,282
November	13,644	12,685,532	10,248	8,510,158	3,396	4,175,374
December	12,002	11,931,563	8,834	7,808,056	3,168	4,123,507
New Vehicles						
Annual Total ..	51,867	73,805,672	29,923	37,680,009	21,944	36,125,663
January	3,306	4,570,980	2,206	2,700,804	1,100	1,870,176
February	3,202	4,625,469	1,814	2,275,748	1,388	2,349,721
March	4,776	6,638,259	2,810	3,509,928	1,966	3,128,331
April	5,252	7,441,844	2,632	3,183,696	2,620	4,258,148
May	4,563	6,792,040	2,004	2,548,614	2,559	4,243,426
June	4,637	6,764,104	2,253	2,827,663	2,384	3,936,441
July	4,353	6,344,621	2,336	3,054,481	2,017	3,290,140
August	3,578	5,295,808	2,057	2,707,870	1,521	2,587,938
September	4,209	5,943,646	2,663	3,375,177	1,546	2,568,469
October	4,521	6,232,607	2,932	3,669,620	1,589	2,562,987
November	4,696	6,466,269	3,034	3,799,665	1,662	2,666,604
December	4,774	6,690,025	3,182	4,026,743	1,592	2,663,282
Used Vehicles						
Annual Total ..	103,767	71,149,341	83,323	53,254,994	20,444	17,894,347
January	4,257	2,748,769	3,294	1,929,600	963	819,169
February	5,430	3,442,171	4,304	2,537,317	1,126	904,854
March	7,801	5,076,471	6,257	3,732,925	1,544	1,343,546
April	11,043	7,487,251	8,789	5,444,094	2,254	2,043,157
May	10,968	7,581,928	8,649	5,449,194	2,319	2,132,734
June	10,799	7,345,930	8,773	5,583,997	2,026	1,761,933
July	10,050	6,940,943	8,274	5,468,213	1,776	1,472,730
August	8,937	6,111,543	7,199	4,571,591	1,738	1,539,952
September	8,815	6,197,523	7,221	4,816,541	1,594	1,380,982
October	9,491	6,756,011	7,697	5,229,716	1,794	1,526,295
November	8,948	6,219,263	7,214	4,710,493	1,734	1,508,770
December	7,228	5,241,538	5,652	3,781,313	1,576	1,460,225

Table 8.--Financing of Motor Vehicle Sales in Canada, by Provinces, 1948

Province	Total, Passenger and Commercial			Passenger Cars			Trucks and Buses		
	Amount of Financing			Amount of Financing			Amount of Financing		
	Number	Total	Average per vehicle	Number	Total	Average per vehicle	Number	Total	Average per vehicle
Total, New and Used Vehicles									
CANADA	155,634	144,955,013	931	113,246	90,935,003	803	42,388	54,020,010	1,274
Maritime Provinces ..	11,337	10,768,274	950	6,502	5,558,666	855	4,835	5,209,608	1,077
Quebec	26,733	32,583,262	1,219	16,785	17,778,502	1,059	9,948	14,804,760	1,488
Ontario	78,496	61,507,023	784	63,518	44,658,262	703	14,978	16,848,761	1,125
Manitoba	6,338	6,175,494	974	4,365	3,777,669	865	1,973	2,397,825	1,215
Saskatchewan	4,930	4,983,127	1,011	2,816	2,632,573	935	2,114	2,350,554	1,112
Alberta	12,483	12,548,755	1,005	7,970	6,854,834	860	4,513	5,693,921	1,262
British Columbia	15,317	16,389,078	1,070	11,290	9,674,497	857	4,027	6,714,581	1,667
New Vehicles									
CANADA	51,867	73,805,672	1,423	29,923	37,680,009	1,259	21,944	36,125,663	1,646
Maritime Provinces ..	4,993	6,475,741	1,297	2,510	3,017,356	1,202	2,483	3,458,385	1,393
Quebec	12,955	20,290,957	1,566	7,164	10,015,508	1,398	5,791	10,275,449	1,774
Ontario	20,322	26,852,060	1,321	12,927	15,490,817	1,198	7,395	11,361,243	1,536
Manitoba	2,506	3,530,594	1,409	1,524	1,909,082	1,253	982	1,621,512	1,651
Saskatchewan	2,528	3,141,268	1,243	1,322	1,574,819	1,191	1,206	1,566,449	1,299
Alberta	4,290	6,121,817	1,427	2,139	2,577,870	1,205	2,151	3,543,947	1,648
British Columbia	4,273	7,393,235	1,730	2,337	3,094,557	1,324	1,936	4,298,678	2,220
Used Vehicles									
CANADA	103,767	71,149,341	686	83,323	53,254,994	639	20,444	17,894,347	875
Maritime Provinces ..	6,344	4,292,533	677	3,992	2,541,310	637	2,352	1,751,223	745
Quebec	13,778	12,292,305	892	9,621	7,762,994	807	4,157	4,529,311	1,090
Ontario	58,174	34,654,963	596	50,591	29,167,445	577	7,583	5,487,518	724
Manitoba	3,832	2,644,900	690	2,841	1,868,587	658	991	776,313	783
Saskatchewan	2,402	1,841,859	767	1,494	1,057,754	708	908	784,105	864
Alberta	8,193	6,426,938	784	5,831	4,276,964	733	2,362	2,149,974	910
British Columbia	11,044	8,995,843	815	8,953	6,579,940	735	2,091	2,415,903	1,155

Table 9.--Number of Motor Vehicles Financed by Provinces and Months, 1948

NEW VEHICLES

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
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Passenger Cars

Annual Total ..	29,923	2,510	7,164	12,927	1,524	1,322	2,139	2,337
January	2,206	192	510	925	118	100	170	191
February	1,814	179	488	697	107	61	114	168
March	2,810	206	708	1,204	182	105	168	237
April	2,632	233	731	996	162	126	185	199
May	2,004	124	564	761	89	140	162	164
June	2,253	151	550	1,019	108	107	184	134
July	2,336	155	539	1,085	100	100	155	202
August	2,057	162	540	907	93	77	136	142
September	2,663	207	645	1,262	124	96	144	185
October	2,932	246	670	1,367	143	122	178	206
November	3,034	335	639	1,245	155	142	289	229
December	3,182	320	580	1,459	143	146	254	280

Trucks and Buses

Annual Total ..	21,944	2,483	5,791	7,395	982	1,206	2,151	1,936
January	1,100	167	279	343	52	59	105	95
February	1,388	194	428	388	61	65	117	135
March	1,936	252	512	655	89	92	198	168
April	2,620	346	876	749	115	132	198	204
May	2,559	341	747	761	105	172	220	213
June	2,384	274	660	800	86	137	239	188
July	2,017	224	549	733	66	97	172	176
August	1,521	128	388	507	70	97	160	171
September	1,546	140	331	599	79	105	156	136
October	1,589	130	317	617	93	84	197	151
November	1,662	126	358	654	94	90	187	153
December	1,592	161	346	589	72	76	202	146

Table 9.--Number of Motor Vehicles Financed by Provinces and Months, 1948

USED VEHICLES

Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
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Passenger Cars

Annual Total ..	83,323	3,992	9,621	50,591	2,841	1,494	5,831	8,953
January	3,294	131	301	1,891	99	66	285	521
February	4,304	177	454	2,630	142	39	298	564
March	6,257	270	715	3,878	214	84	351	745
April	8,789	475	1,208	5,287	310	137	474	900
May	8,649	410	1,179	5,249	304	177	503	827
June	8,773	414	1,060	5,379	328	178	571	843
July	8,274	380	918	5,135	269	136	611	825
August	7,199	352	837	4,388	204	124	494	800
September	7,221	323	778	4,417	264	141	504	794
October	7,697	324	833	4,641	307	170	611	811
November	7,214	349	753	4,278	259	153	655	767
December	5,652	387	587	3,418	141	89	474	556

Trucks and Buses

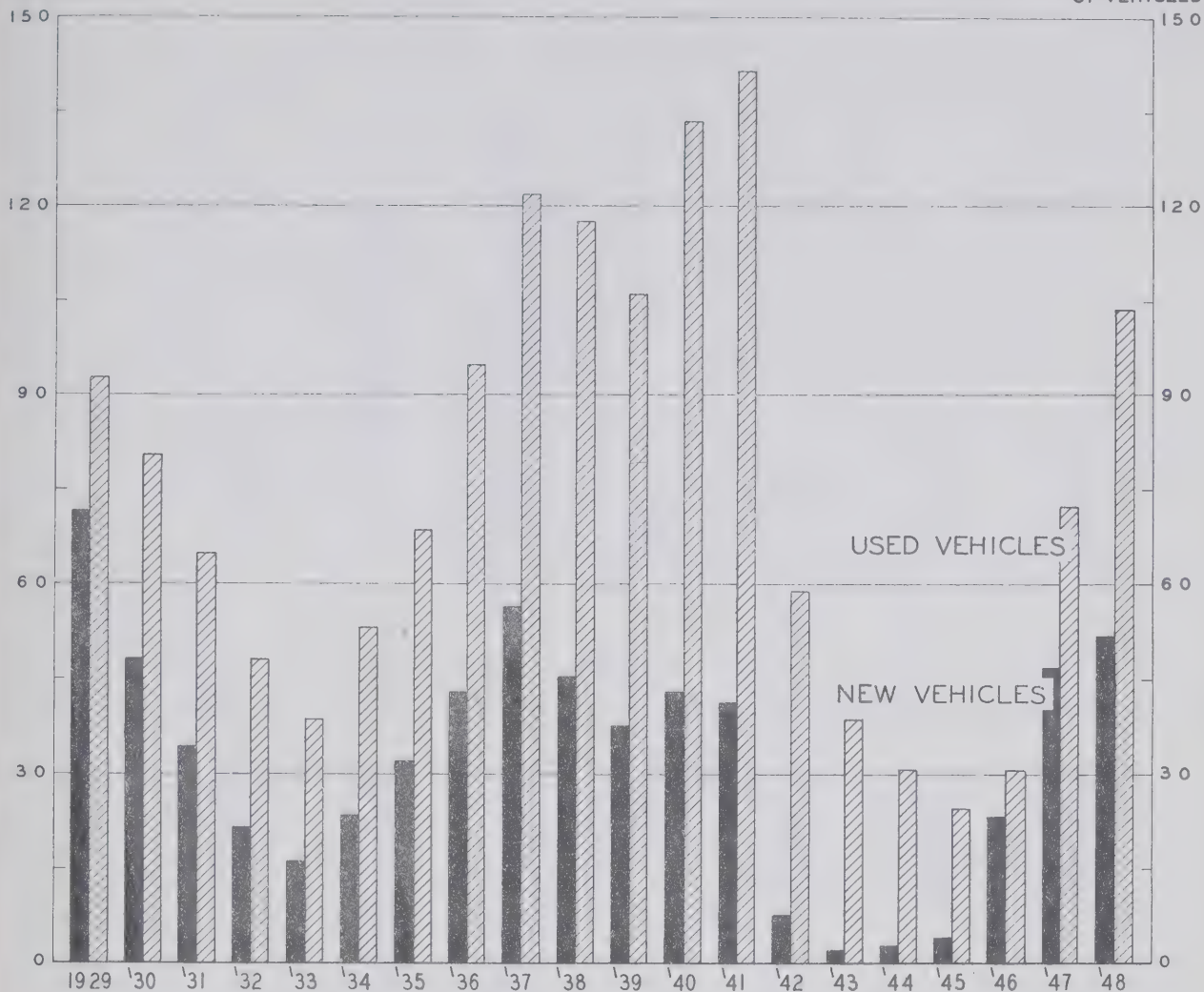
Annual Total ..	20,444	2,352	4,157	7,583	991	908	2,362	2,091
January	963	100	165	349	50	35	137	127
February	1,126	131	213	411	60	30	136	145
March	1,544	191	297	567	69	57	170	193
April	2,254	289	575	786	97	87	210	210
May	2,319	322	573	808	115	123	200	178
June	2,026	244	465	723	103	103	206	182
July	1,776	215	339	698	107	81	168	168
August	1,738	176	317	633	95	91	213	213
September	1,594	159	241	647	64	79	233	171
October	1,794	182	319	717	93	86	222	175
November	1,734	169	339	660	76	72	251	167
December	1,576	174	314	584	62	64	216	162

Table 10.—Annual Financing of Motor Vehicle Sales in Canada, 1929 - 1948

Year	Total, New and Used Vehicles			New Vehicles			Used Vehicles		
	Amount of Financing		Average per vehicle	Amount of Financing		Average per vehicle	Amount of Financing		Average per vehicle
	Number	Total		Number	Total		Number	Total	
1929	164,131	88,165,531	537	71,582	48,104,523	672	92,549	40,061,008	433
1930	128,314	62,978,174	491	47,961	28,610,731	597	80,353	34,367,443	428
1931	98,623	41,941,254	425	33,988	20,869,547	614	64,635	21,071,707	326
1932	69,291	25,864,873	373	21,293	12,741,179	598	47,998	15,123,694	273
1933	54,238	20,158,788	372	15,880	10,030,368	632	38,358	10,128,420	264
1934	76,170	30,091,463	395	23,264	16,364,735	703	52,906	13,726,728	259
1935	100,178	40,251,521	402	31,950	22,410,656	701	68,228	17,840,865	261
1936	137,514	54,859,812	399	42,865	29,887,861	697	94,651	24,971,951	264
1937	177,898	75,850,173	426	56,247	40,664,675	723	121,651	35,185,498	289
1938	162,703	69,685,853	428	45,267	33,701,624	745	117,436	35,984,229	306
1939	153,107	62,768,746	410	37,320	27,852,627	746	115,787	34,916,119	302
1940	176,578	75,235,793	426	42,982	33,473,397	779	133,596	41,762,396	313
1941	182,419	84,716,783	464	41,032	34,887,591	850	141,387	49,829,192	352
1942	66,310	24,596,915	371	7,398	6,207,111	839	58,912	18,389,804	312
1943	39,573	14,892,566	376	1,077	1,254,878	1,165	38,496	13,637,688	354
1944	32,970	14,570,937	442	2,371	2,927,396	1,235	30,599	11,643,541	381
1945	27,986	14,437,182	516	3,630	4,934,456	1,359	24,356	9,502,726	390
1946	53,393	41,586,565	779	22,866	27,978,992	1,224	30,527	13,607,573	446
1947	118,867	108,744,758	915	46,700	65,422,230	1,401	72,167	43,322,528	600
1948	155,634	144,955,013	931	51,867	73,805,672	1,423	103,767	71,149,341	686

NUMBER OF MOTOR VEHICLE SALES FINANCED

1929-1948

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

PROPORTION OF NEW AND USED VEHICLES FINANCED

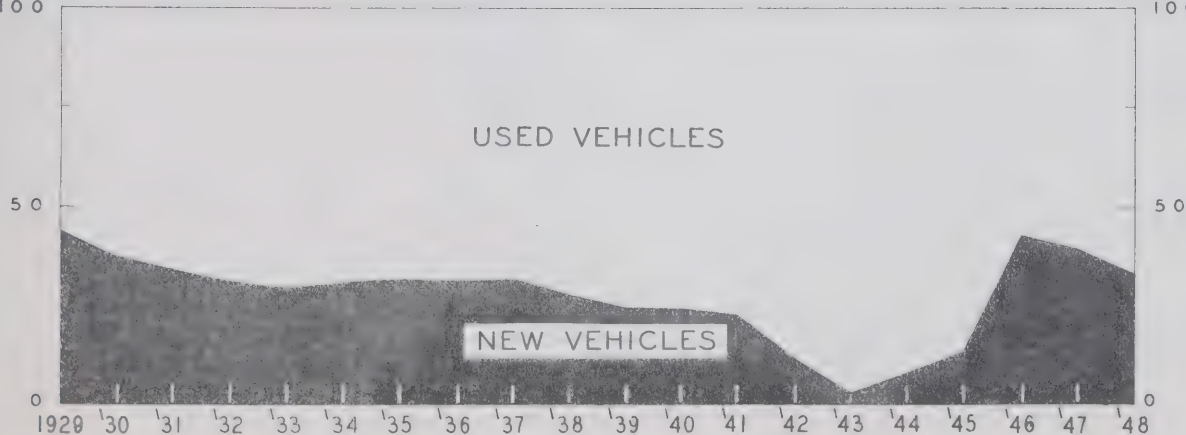
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Table 11.--Provincial Distribution, of Motor Vehicles
Financed in Canada, 1936 - 1948

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
New Vehicles								
1936	100.0	6.5	18.8	46.2	11.8		9.2	7.5
1938	100.0	6.4	19.0	42.4	14.4		11.6	6.2
1940	100.0	6.7	17.6	38.3	20.0		11.2	6.2
1942	100.0	5.7	20.9	39.5	13.6		13.1	7.2
1943	100.0	8.9	20.8	28.2	12.8		21.3	8.0
1944	100.0	12.6	22.4	22.3	12.2		22.4	8.1
1945	100.0	11.3	22.5	26.1	15.7		16.7	7.7
1946	100.0	9.3	20.6	41.2	5.6	6.0	10.0	7.3
1947	100.0	9.3	23.4	38.2	5.8	5.7	9.1	8.5
1948	100.0	9.6	25.0	39.2	4.8	4.9	8.3	8.2
1946								
Passenger ..	100.0	7.5	21.6	47.1	4.7	4.5	7.4	7.2
Commercial ..	100.0	10.9	19.6	35.6	6.4	7.5	12.5	7.5
1947								
Passenger ..	100.0	8.1	23.5	42.3	5.9	4.3	7.5	8.4
Commercial ..	100.0	11.0	23.2	32.3	5.6	7.7	11.5	8.7
1948								
Passenger ..	100.0	8.4	23.9	43.2	5.1	4.4	7.2	7.8
Commercial ..	100.0	11.3	26.4	33.7	4.5	5.5	9.8	8.8
Used Vehicles								
1936	100.0	6.7	15.5	50.9	9.9		7.5	9.5
1938	100.0	6.9	15.4	49.3	11.2		8.5	8.7
1940	100.0	7.7	13.7	47.5	13.2		8.9	9.0
1942	100.0	4.7	10.8	50.5	13.0		10.6	10.4
1943	100.0	3.2	10.1	50.8	12.8		11.0	12.1
1944	100.0	2.1	11.4	56.1	8.5		8.9	13.0
1945	100.0	2.1	15.1	56.1	7.0		8.3	11.4
1946	100.0	4.0	16.1	57.9	3.9	2.8	7.8	7.5
1947	100.0	5.6	15.5	54.7	4.5	2.8	7.3	9.6
1948	100.0	6.1	13.3	56.1	3.7	2.3	7.9	10.6
1946								
Passenger ..	100.0	3.2	14.9	64.7	3.2	1.7	4.8	7.5
Commercial ..	100.0	6.4	19.6	38.9	6.0	5.7	15.9	7.5
1947								
Passenger ..	100.0	4.3	13.9	59.7	4.1	2.2	5.9	9.9
Commercial ..	100.0	10.0	21.0	37.4	5.9	5.0	12.3	8.4
1948								
Passenger ..	100.0	4.8	11.5	60.7	3.4	1.8	7.0	10.8
Commercial ..	100.0	11.5	20.3	37.1	4.8	4.5	11.6	10.2

PROVINCIAL DISTRIBUTION OF NEW MOTOR VEHICLE SALES AND FINANCING

NUMBER OF UNITS

1948

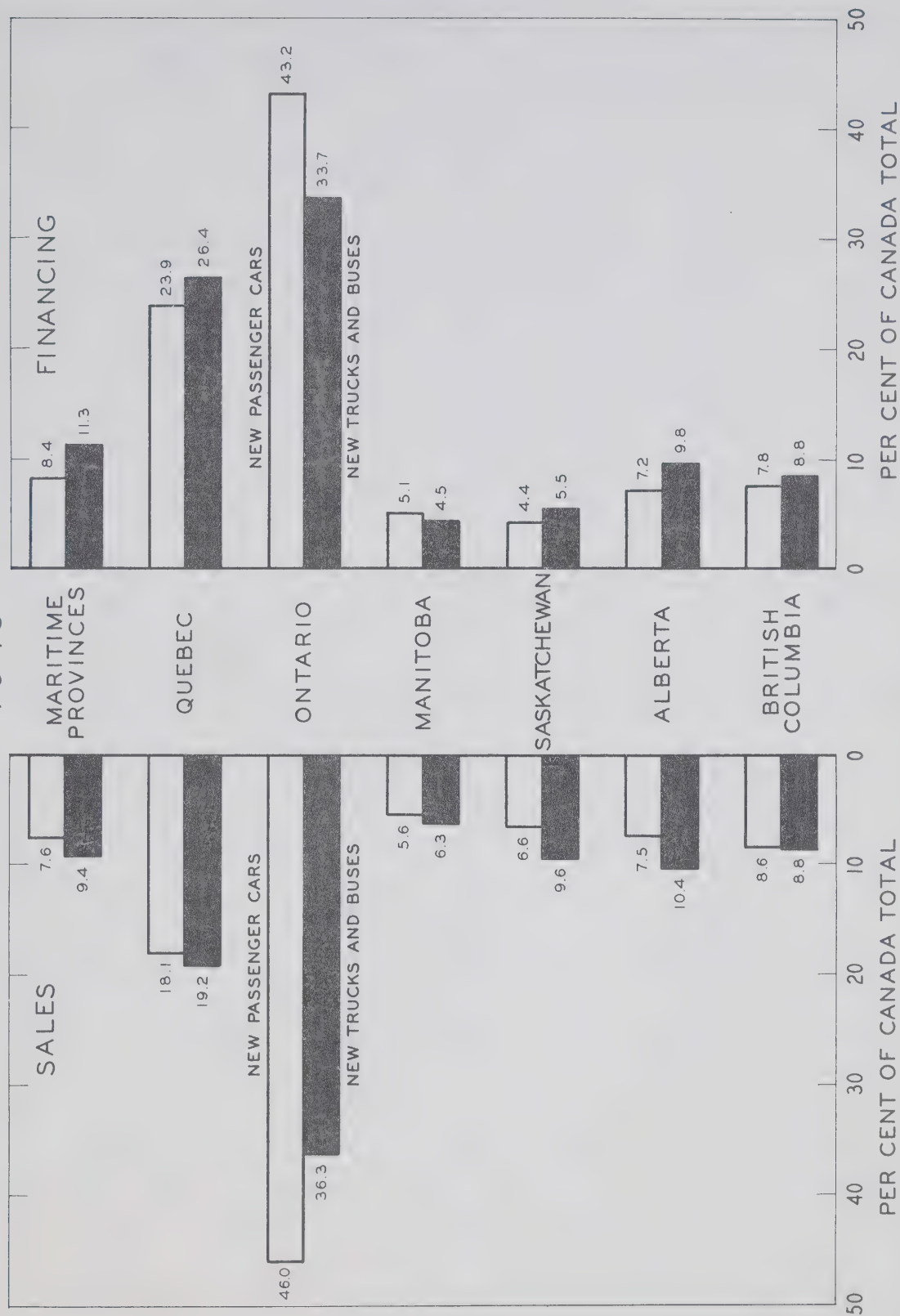


Table 12.--Average Financed Value of Motor Vehicles in Canada
by Provinces, 1936 - 1948

Year	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
New Vehicles								
1936	697	752	754	661	673		657	818
1938	745	785	801	721	701		721	836
1940	779	843	841	761	720		753	877
1942	839	892	958	743	772		769	1,233
1943	1,165	1,095	1,181	1,172	1,162		1,024	1,562
1944	1,235	1,118	1,334	1,278	1,242		1,124	1,313
1945	1,359	1,224	1,573	1,199	1,281		1,281	1,805
1946	1,224	1,090	1,336	1,173	1,376	1,054	1,156	1,477
1947	1,401	1,269	1,605	1,307	1,347	1,213	1,326	1,648
1948	1,423	1,297	1,566	1,321	1,409	1,243	1,427	1,730
1946								
Passenger ..	956	938	1,000	931	976	924	938	1,028
Commercial ..	1,476	1,188	1,685	1,474	1,653	1,126	1,279	1,881
1947								
Passenger ..	1,183	1,128	1,337	1,118	1,161	1,091	1,111	1,253
Commercial ..	1,711	1,416	1,992	1,657	1,624	1,309	1,526	2,186
1948								
Passenger ..	1,259	1,202	1,398	1,198	1,253	1,191	1,205	1,324
Commercial ..	1,646	1,393	1,774	1,536	1,651	1,299	1,648	2,220
Used Vehicles								
1936	264	273	285	250	264		293	274
1938	306	310	340	285	314		328	332
1940	313	303	335	286	338		352	350
1942	312	315	363	271	340		368	366
1943	354	316	426	301	380		459	406
1944	381	347	494	325	409		509	420
1945	390	372	559	300	403		605	437
1946	446	474	646	342	523	564	600	557
1947	600	591	804	513	631	632	678	690
1948	686	677	892	596	690	767	784	815
1946								
Passenger ..	334	351	482	294	308	371	346	369
Commercial ..	756	643	989	564	837	724	812	1,071
1947								
Passenger ..	529	510	669	481	555	563	545	604
Commercial ..	847	712	1,114	694	816	736	899	1,041
1948								
Passenger ..	639	637	807	577	658	708	733	735
Commercial ..	875	745	1,090	724	783	864	910	1,155

Table 13.--Sales and Financing of Sales of New Motor
Vehicles Compared by Provinces, 1948

Province	Sales of New Vehicles		Financing of Sales of New Vehicles			
	Number of Vehicles	Retail Value	Number of Vehicles	Per cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
\$						
Total, Cars, Trucks and Buses						
CANADA	221,300	439,216,988	51,867	23.4	73,805,672	16.8
Maritime Provinces.	18,212	35,630,813	4,993	27.4	6,475,741	18.2
Quebec	40,776	82,720,546	12,955	31.8	20,290,957	24.5
Ontario	94,472	185,900,615	20,322	21.5	26,852,060	14.4
Manitoba	12,941	25,327,672	2,506	19.4	3,530,594	13.9
Saskatchewan	16,836	31,741,815	2,528	15.0	3,141,268	9.9
Alberta	18,848	38,236,152	4,290	22.8	6,121,817	16.0
British Columbia ..	19,215	39,659,375	4,273	22.2	7,393,235	18.6
Passenger Cars						
CANADA	145,655	282,903,958	29,923	20.5	37,680,009	13.3
Maritime Provinces.	11,142	21,325,039	2,510	22.5	3,017,356	14.1
Quebec	26,266	51,330,469	7,164	27.3	10,015,508	19.5
Ontario	67,000	130,599,169	12,927	19.3	15,490,817	11.9
Manitoba	8,190	15,902,023	1,524	18.6	1,909,082	12.0
Saskatchewan	9,562	18,349,231	1,322	13.8	1,574,819	8.6
Alberta	10,959	21,174,537	2,139	19.5	2,577,870	12.2
British Columbia ..	12,536	24,223,490	2,337	18.6	3,094,557	12.8
Trucks and Buses						
CANADA	75,645	156,313,030	21,944	29.0	36,125,663	23.1
Maritime Provinces.	7,070	14,305,774	2,483	35.1	3,458,385	24.2
Quebec	14,510	31,390,077	5,791	39.9	10,275,449	32.7
Ontario	27,472	55,301,446	7,395	26.9	11,361,243	20.5
Manitoba	4,751	9,425,649	982	20.7	1,621,512	17.2
Saskatchewan	7,274	13,392,584	1,206	16.6	1,566,449	11.7
Alberta	7,889	17,061,615	2,151	27.3	3,543,947	20.8
British Columbia ..	6,679	15,435,885	1,936	29.0	4,298,678	27.8

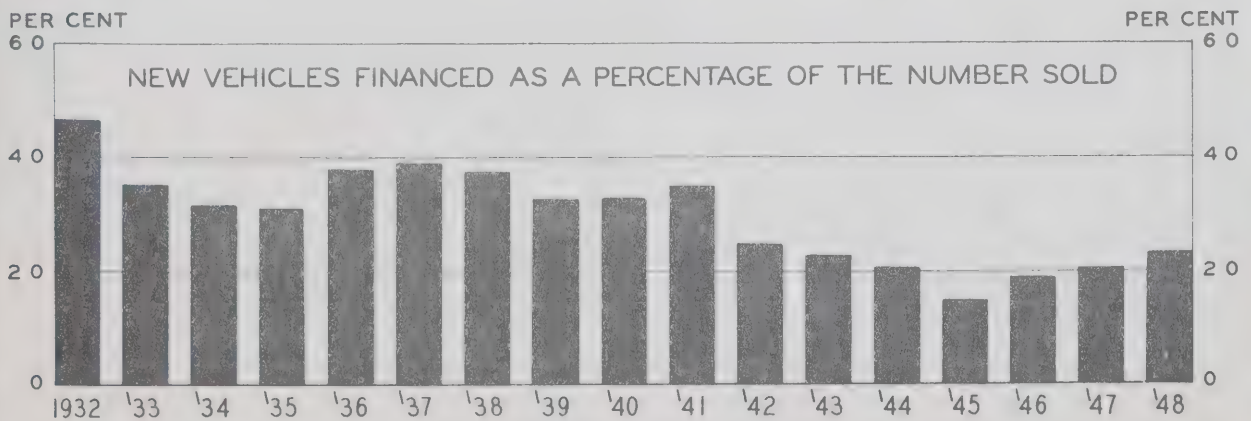
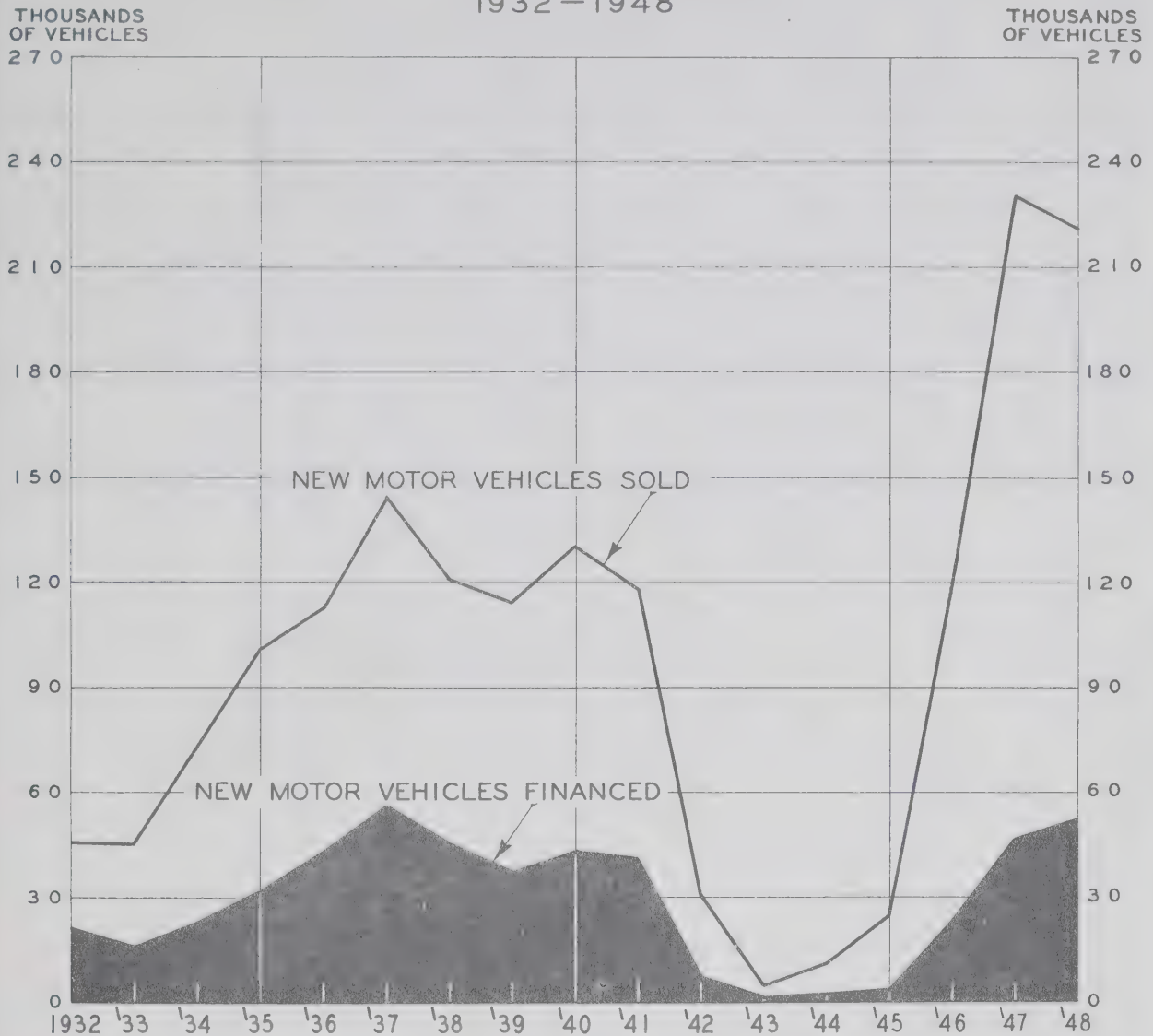
Table 14. Sales and Financing of New Motor Vehicles
in Canada Compared, 1932 - 1948

Year	Sales of New Vehicles		Financing of New Vehicle Sales			
	Number of Vehicles	Retail Value	Number of Vehicles	Per Cent of Total Number Sold	Amount of Financing	Per Cent of Value of Total Number Sold
		\$			\$	
1932	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933	45,332	45,540,230	15,880	35.0	10,030,368	22.1
1934	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936	113,314	117,582,796	42,863	37.8	29,887,861	25.4
1937	144,441	149,170,527	56,247	38.9	40,664,675	27.3
1938	121,165	135,011,908	45,267	37.4	33,701,624	25.0
1939	114,747	125,967,521	37,320	32.5	27,852,627	22.1
1940	130,552	148,845,278	42,982	32.9	33,473,397	22.5
1941	118,073	151,868,905	41,032	34.8	34,887,591	23.0
1942	30,356	42,879,522	7,398	24.4	6,207,111	14.5
1943	4,798	7,557,360	1,077	22.4	1,254,878	16.6
1944	(x)11,670	-	2,371	20.3	2,927,396	-
1945	(x)24,356	-	3,630	14.9	4,934,456	-
1946	120,044	193,329,005	22,866	19.0	27,978,992	14.5
1947	230,255	416,237,495	46,700	20.3	65,422,230	15.7
1948	221,300	439,216,988	51,867	23.4	73,805,672	16.8

(x) Releases from reserve pool.

NEW MOTOR VEHICLES SALES AND FINANCING

1932-1948



* SALES FOR 1944 AND 1945
OBTAINED FROM RECORDS OF VEHICLES RELEASED FROM THE RESERVE POOL

Table 15.—Sales and Financing of New Motor Vehicles Compared, by Provinces and Months, 1948

Month	CANADA						Quebec						Ontario					
	Maritime Provinces			Quebec			Ontario			Quebec			Ontario			Quebec		
	Sold	Financed	% of	Sold	Financed	% of	Sold	Financed	% of	Sold	Financed	% of	Sold	Financed	% of	Sold	Financed	% of
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
Annual Total	221,300	51,867	23.4	18,212	4,993	27.4	40,776	12,955	31.8	94,472	20,322	21.5						
January	13,704	3,306	24.1	1,501	359	23.9	2,761	789	28.6	5,149	1,268	24.6						
February	13,193	3,202	24.3	1,244	373	30.0	2,422	916	37.8	5,587	1,085	19.4						
March	20,974	4,776	22.8	1,786	458	25.6	3,775	1,220	32.3	9,229	1,859	20.1						
April	19,286	5,252	27.2	1,737	579	33.3	3,723	1,607	43.2	7,743	1,745	22.5						
May	18,751	4,563	24.3	1,354	465	34.3	3,450	1,311	38.0	8,123	1,522	18.7						
June	21,626	4,637	21.4	1,691	425	25.1	4,035	1,210	30.0	9,496	1,819	19.2						
July	16,164	4,353	26.9	1,087	379	34.9	2,701	1,088	40.3	8,359	1,818	21.7						
August	13,676	3,578	26.2	1,093	290	26.5	2,910	928	31.9	5,100	1,414	27.7						
September	19,007	4,209	22.1	1,085	347	32.0	3,571	976	27.3	8,110	1,861	22.9						
October	21,110	4,521	21.4	1,598	376	23.5	3,581	987	27.6	9,150	1,984	21.7						
November	22,345	4,696	21.0	2,108	461	21.9	3,586	997	27.8	9,081	1,899	20.9						
December	21,464	4,774	22.2	1,928	481	24.9	4,261	926	21.7	9,345	2,048	21.9						

Month	Saskatchewan						Alberta						British Columbia					
	Saskatchewan			Alberta			British Columbia			Saskatchewan			Alberta			British Columbia		
	Sold	Financed	% of	Sold	Financed	% of	Sold	Financed	% of	Sold	Financed	% of	Sold	Financed	% of	Sold	Financed	% of
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
Annual Total	12,841	2,506	19.4	16,836	2,528	15.0	18,848	4,290	22.8	19,215	4,273	22.2						
January	705	170	24.1	1,055	159	15.1	1,107	275	24.8	1,426	286	20.1						
February	711	168	23.6	988	126	12.8	1,029	231	22.4	1,212	303	25.0						
March	1,268	271	21.4	1,487	197	13.2	1,660	366	22.0	1,769	405	22.9						
April	1,220	277	22.7	1,481	258	17.4	1,667	383	23.0	1,715	403	23.5						
May	1,134	194	17.1	1,306	312	23.9	1,629	382	23.4	1,755	377	21.5						
June	1,099	194	17.7	1,918	244	12.7	1,630	423	26.0	1,757	322	18.3						
July	818	166	20.3	792	197	24.9	1,083	327	30.2	1,324	378	28.5						
August	977	163	16.7	1,166	174	14.9	1,347	296	22.0	1,083	313	28.9						
September	1,321	203	15.4	1,428	201	14.1	1,823	300	16.5	1,669	321	19.2						
October	1,271	236	18.6	1,596	206	12.9	2,078	375	18.0	1,836	357	19.4						
November	1,332	249	18.7	2,312	232	10.0	1,977	476	24.1	1,949	382	19.6						
December	1,085	215	19.8	1,307	222	17.0	1,818	456	25.1	1,720	426	24.8						

GOVERNMENT OF CANADA

NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
1949



NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
1949

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DEFINITIONS

RETAIL VALUE

The price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Duty is included in the retail value of imported vehicles. Freight charges from the factory to place of purchase are excluded.

COMMERCIAL VEHICLES

A term which is occasionally used for convenience in some parts of this report and is synonymous with the term "trucks and buses", which is used more frequently. Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

AMOUNT OF FINANCING

The deferred portion of the purchase price together with finance charges and insurance.

This bulletin is issued as a supplement to the monthly series and contains revised figures for the year 1949 as well as less detailed statistics for previous years. In the main tables of the report, sales of trucks and buses are combined, but separate figures on sales of buses for the years 1948 and 1949 are shown in a text table on page 5.

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

1949

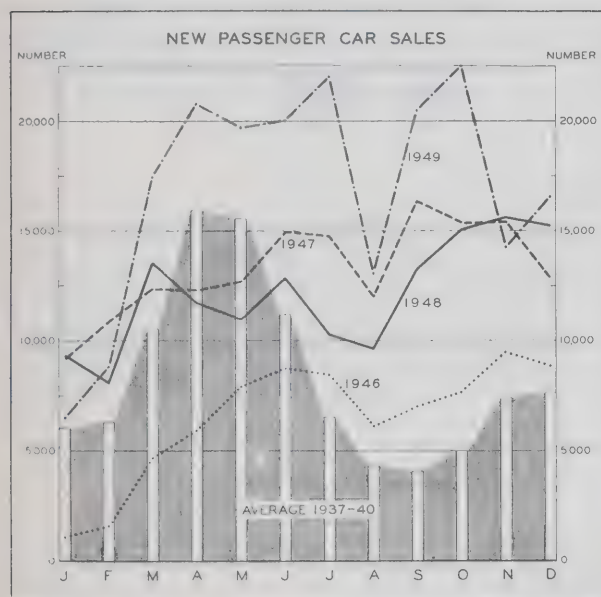
New Motor Vehicle Sales

Canadians bought 202,318 new passenger cars during 1949, almost 40% more than the 145,655 cars purchased in 1948. The much larger number of cars imported from Great Britain helped to swell 1949 volume. Removal of restrictions which had curtailed imports from the United States during 1948 was also a factor, though a less important one.

The active demand for lower-priced and less expensively operated British vehicles is evidence of eagerness on the part of persons in the moderate-income brackets to acquire new cars. Further evidence of their more active participation in the new car market is revealed by the higher proportion of sales made on the instalment plan. In 1948, 21% had been financed, while the proportion rose to 26% in 1949.

In spite of the high volume of 1949 sales, a considerable backlog of orders remained at the year's end. Passenger car sales in the first three months of 1950 reached an unprecedented high of 71,071, more than one-third of the 1949 total and 128% above sales in the first three months last year.

The accompanying chart indicates the position of 1949 passenger car sales with respect to sales for the three preceding years and to the average for the four-year period, 1937-1940. It is apparent that the seasonal pattern was still distinctly different from that of the pre-war years.



With a larger increase in sales of passenger cars than of commercial vehicles, passenger car sales formed 71% of total sales in 1949 compared with 65% in 1948.

Truck sales increased 11% over 1948, while sales of buses declined 27%. Urgent post-war needs of transit systems were apparently satisfied to a large extent in 1947 and 1948, but the level of sales remained comparatively high to provide for extension of services and normal replacement requirements.

Bus sales are combined with truck sales in the main tables of this report. Separate figures for buses only are presented in the following table.

Sales of Buses in Canada, 1948 and 1949

Month and province	1948		1949 ¹	
	Number	Retail value	Number	Retail value
\$				
By Months				
Annual total	787	13,475,993	573	10,255,283
January	72	1,312,827	55	1,000,370
February	16	261,386	46	903,866
March	59	1,016,766	51	783,875
April	77	1,292,193	75	1,481,286
May	77	1,333,445	91	1,835,969
June	80	1,369,079	57	992,370
July	57	1,032,387	36	601,512
August	68	891,209	20	149,208
September	68	1,105,105	12	70,336
October	62	1,083,145	23	389,802
November	75	1,368,910	77	1,443,774
December	76	1,409,541	30	602,915
By Provinces				
Canada	787	13,475,993	573	10,255,283
Maritime Provinces ¹ ...	87	1,585,882	31	207,335
Quebec	175	2,930,506	112	2,085,314
Ontario	280	4,404,256	157	2,382,102
Manitoba	38	728,456	11	253,785
Saskatchewan	11	239,628	45	883,691
Alberta	89	1,685,175	95	1,729,868
British Columbia	107	1,902,090	122	2,713,188

1. Includes Newfoundland from April 1949.

In all, 286,341 new motor vehicles were sold in Canada in 1949 with a retail value of \$588,724,685 compared with 221,300 new vehicles sold for \$439,216,988 in 1948.

Sales of motor vehicles in Newfoundland have been included with the Maritime Provinces in the tabulations from April 1949. A total of 986 new vehicles were sold for \$1,941,567 in this province during the last nine months of 1949, and of these, 639 were passenger cars, 324 were trucks and 23 were buses.

Provincial distribution of passenger car sales in 1949 corresponded closely with that for 1948. The only notable exception was in British Columbia where sales accounted for 10.0% in 1949 compared with 8.6% in 1948.

Percentage Distribution of New Motor Vehicles Sold, by Provinces, 1949

Province	Passenger cars		Trucks and buses	
	1948	1949	1948	1949
Canada.....	100.0	100.0	100.0	100.0
Maritime Provinces ¹	7.6	7.8	9.4	8.9
Quebec	18.1	18.2	19.2	16.9
Ontario.....	46.0	44.6	36.3	35.1
Manitoba.....	5.6	5.5	6.3	7.4
Saskatchewan.....	6.6	6.5	9.6	11.0
Alberta	7.5	7.4	10.4	12.6
British Columbia.....	8.6	10.0	8.8	8.1

1. Includes Newfoundland from April 1949.

In the year-to-year comparisons, British Columbia registered the greatest advance in passenger car sales, the number of vehicles sold exceeding 1948 volume by 62%. In the commercial vehicle field, there was greater variation in the trends between 1948 and 1949. Major gains were recorded for the Prairie Provinces only, while sales of trucks and buses in Quebec actually declined. The following table shows percentage changes between the two years in number of vehicles sold.

Percentage Change in Number of Vehicles Sold, by Provinces, 1949/1948

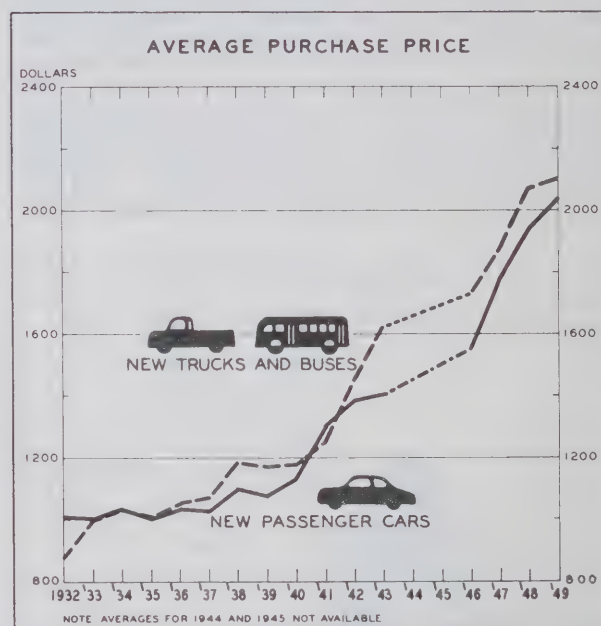
Province	Passenger cars	Trucks and buses
	%	%
Canada.....	+38.9	+11.1
Maritime Provinces	+42.3	+ 5.5
Quebec	+40.0	- 2.2
Ontario	+34.7	+ 7.3
Manitoba	+35.3	+30.7
Saskatchewan	+36.8	+27.6
Alberta	+36.8	+34.5
British Columbia	+61.6	+ 1.7

The average purchase price of new motor vehicles continued to advance, rising to \$2,038 per unit for passenger cars from \$1,942 in 1948, while the average price of new commercial vehicles increased from \$2,066 in 1948 to \$2,100 in 1949. The following table shows the average prices of passenger cars and commercial vehicles by provinces for the years 1948 and 1949. The table reveals fairly consistent increases in average prices of passenger cars for all provinces except British Columbia where the increase was proportionately smaller, an indication that lower-priced models were sold in relatively larger numbers than in other provinces. More variation in percentage changes between provinces occurred in the average prices of trucks and buses. Decreases in average prices in the Maritime Provinces, Manitoba, and Alberta were more than offset by higher prices in the other four provinces.

Average Purchase Price of New Motor Vehicles in Canada, by Provinces, 1948 and 1949

Province	Passenger cars			Trucks and buses		
	1948	1949	% Change	1948	1949	% Change
	\$	\$		\$	\$	
Canada.....	1,942	2,038	+4.9	2,066	2,100	+1.6
Maritime Provinces ...	1,914	1,998	+4.4	2,023	1,929	-4.6
Quebec	1,954	2,083	+6.6	2,163	2,209	+2.1
Ontario	1,949	2,042	+4.8	2,013	2,077	+3.2
Manitoba	1,942	2,025	+4.3	1,984	1,949	-1.8
Saskatchewan	1,919	2,054	+7.0	1,841	1,999	+8.6
Alberta	1,932	2,044	+5.8	2,163	2,139	-1.1
British Columbia.....	1,932	1,963	+1.6	2,311	2,372	+2.6

The movement in average purchase prices between the years 1932 and 1949 is revealed in the accompanying chart.



Financing of Motor Vehicle Sales

Figures compiled on the motor vehicle financing field cover used vehicles as well as new vehicles. Each of these classifications is further broken down between passenger cars and commercial vehicles. In all, there were 232,988 new and used vehicle sales financed to the extent of \$219,184,030 in 1949, a gain of 50% in number and 51% in amount of financing over 1948 when 155,634 vehicles were financed for \$144,955,013.

New vehicle sales financed numbered 81,502 units with a financed value of \$115,511,459, up 57% in number and value from the 1948 totals of 51,867 vehicles financed for \$73,805,672. Of the new vehicles financed, passenger cars accounted for 53,185, or 65% of the total. This was an increase of 78% over 1948, when the number financed was 29,923.

Considerable expansion was also evident in new commercial vehicle financing, where an increase of 29% brought the 1949 total to 28,317.

Financing of sales of used vehicles also increased substantially between 1948 and 1949. The total number of used vehicle sales financed was 151,486, an increase of 46% over 1948, while the amount of financing rose by the same percentage from \$71,149,341 to \$103,672,571. Of the total used vehicles, 124,595 were passenger cars, an increase of 50% over 1948 when used passenger car sales financed numbered 83,323. The following table shows percentage changes between 1948 and 1949 in number of vehicles financed by provinces.

Percentage Changes in Number of Vehicle Sales Financed by Provinces, 1949/1948

Province	New		Used	
	Passenger cars	Commercial Vehicles	Passenger cars	Commercial Vehicles
	%	%	%	%
Canada	+ 77.7	+29.0	+ 49.5	+31.5
Maritime Provinces ..	+102.6	+22.8	+119.7	+54.8
Quebec	+ 72.9	+ 7.8	+ 56.8	+22.0
Ontario	+ 72.6	+25.0	+ 39.3	+26.8
Manitoba	+ 43.7	+70.0	+ 48.5	+32.9
Saskatchewan	+ 75.9	+62.7	+130.9	+56.3
Alberta	+ 85.9	+73.3	+ 69.9	+45.8
British Columbia ...	+109.9	+25.1	+ 41.4	+14.1

The average amount of financing per vehicle continued to rise in the passenger car field but a drop was recorded in the average financed value of both new and used commercial vehicles. Average financed value by provinces in each of the last two years is shown in the following table.

Average Financed Value of Motor Vehicles in Canada, by Provinces, 1948 and 1949

Province	New vehicles					
	Passenger			Commercial		
	1948	1949	% Change	1948	1949	% Change
	\$	\$		\$	\$	
Canada	1,259	1,336	+6.1	1,646	1,570	- 4.6
Maritime Provinces ...	1,202	1,291	+7.4	1,393	1,407	+ 1.0
Quebec	1,398	1,490	+6.6	1,774	1,685	- 5.0
Ontario	1,198	1,272	+6.2	1,536	1,518	- 1.2
Manitoba	1,253	1,310	+4.5	1,651	1,424	-13.7
Saskatchewan	1,191	1,268	+6.5	1,299	1,389	+ 6.9
Alberta	1,205	1,270	+5.4	1,648	1,671	+ 1.4
British Columbia	1,324	1,378	+4.1	2,220	1,772	-20.2
	Used vehicles					
	Passenger			Commercial		
	1948	1949	% Change	1948	1949	% Change
	\$	\$		\$	\$	
Canada	639	658	+3.0	875	807	- 7.8
Maritime Provinces ...	637	617	-3.1	745	687	- 7.8
Quebec	807	791	-2.0	1,090	965	-11.5
Ontario	577	607	+5.2	724	703	- 2.9
Manitoba	658	651	-1.1	783	763	- 2.6
Saskatchewan	708	708	1	864	753	-12.8
Alberta	733	720	-1.8	910	894	- 1.8
British Columbia	735	755	+2.7	1,155	1,001	-13.3

1. Unchanged.

Sales and Financing of New Vehicles Compared

The proportion of new car sales financed continued to rise but remained short of the pre-war ratio when financing ranged between 32% and 39% of sales. In 1949, 29% of new car sales were financed compared with 23% in 1948 and 20% in 1947. New passenger car buyers, in 26% of all cases, purchased their cars under instalment purchase agreements with finance companies. Corresponding percentages for 1948 and 1947 were 21% and 17%, respectively.

Provincial figures reveal a lower proportion of new vehicle sales financed in Manitoba and Saskatchewan than in

the other provinces. The percentage of sales financed in the Maritime Provinces and Quebec was in excess of that for the other parts of the country.

Financing statistics reported in this survey apply only to the activities of acceptance companies. They do not include the financing of motor vehicles through other sources such as loans made by banks, insurance companies, or small loan companies for the purchase of motor vehicles.

TABLE 1. New motor vehicle sales in Canada, by months, 1949

Month	Total Vehicles		Passenger cars		Trucks and buses	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$		\$		\$
Annual Total.....	286,341	588,724,685	202,318	412,297,863	84,023	176,426,822
January.....	11,838	25,386,000	6,537	13,774,215	5,301	11,611,785
February.....	15,301	32,984,144	8,833	18,984,736	6,468	13,999,408
March.....	25,054	52,640,358	17,401	36,565,035	7,653	16,075,323
April.....	29,314	60,856,368	20,764	42,523,598	8,550	18,332,770
May.....	28,385	59,576,563	19,692	40,397,359	8,693	19,179,204
June.....	27,829	57,546,107	20,035	41,327,598	7,794	16,218,509
July.....	29,177	59,294,941	22,057	44,909,873	7,120	14,385,068
August.....	18,561	37,085,728	13,083	26,215,678	5,478	10,870,050
September.....	28,239	56,656,841	20,487	41,451,070	7,752	15,205,771
October.....	30,722	61,593,903	22,548	45,089,840	8,174	16,504,063
November.....	19,700	40,300,881	14,260	28,139,733	5,440	12,161,148
December.....	22,221	44,802,851	16,621	32,919,128	5,600	11,883,723

1. Newfoundland included from April 1949.

TABLE 2. New motor vehicle sales in Canada, by provinces, 1949

Province	Total Vehicles		Passenger cars		Trucks and buses	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$		\$		\$
Canada.....	286,341	588,724,685	202,318	412,297,863	84,023	176,426,822
Maritime Provinces ¹	23,310	46,068,167	15,850	31,674,470	7,460	14,393,697
Quebec.....	50,974	107,947,062	36,782	76,603,862	14,192	31,343,200
Ontario.....	119,752	245,531,242	90,272	184,298,230	29,480	61,233,012
Manitoba.....	17,289	34,544,101	11,081	22,442,608	6,208	12,101,493
Saskatchewan.....	22,361	45,418,481	13,081	26,868,603	9,280	18,549,878
Alberta.....	25,605	53,338,201	14,994	30,642,810	10,611	22,695,391
British Columbia.....	27,050	55,877,431	20,258	39,767,280	6,792	16,110,151

1. Includes Newfoundland from April 1949.

TABLE 3. New motor vehicles sold in Canada, by provinces and months, 1949

Month	Canada	Maritime Provinces ¹	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL VEHICLES								
Annual Total.....	286,341	23,310	50,974	119,752	17,289	22,361	25,605	27,050
January.....	11,838	891	2,006	5,706	655	737	935	908
February.....	15,301	1,191	3,020	6,166	907	1,195	1,433	1,389
March.....	25,054	2,270	5,216	9,274	1,406	2,089	2,379	2,420
April.....	29,314	2,275	5,531	11,642	1,880	2,275	2,727	2,984
May.....	28,385	2,444	5,008	11,672	1,868	2,301	2,521	2,571
June.....	27,829	2,278	5,676	11,218	1,570	1,901	2,459	2,727
July.....	29,177	2,420	4,726	13,470	1,423	1,892	2,220	3,026
August.....	18,561	1,952	3,119	6,935	1,411	1,765	1,547	1,832
September.....	28,239	2,452	4,897	12,256	1,559	2,360	2,389	2,326
October.....	30,722	2,202	5,084	13,862	1,780	2,257	2,657	2,880
November.....	19,700	1,431	3,142	8,667	1,268	1,409	1,983	1,800
December.....	22,221	1,504	3,549	8,884	1,562	2,180	2,355	2,187
PASSENGER CARS								
Annual Total.....	202,318	15,850	36,782	90,272	11,081	13,081	14,994	20,258
January.....	6,537	329	983	3,657	323	263	378	604
February.....	8,833	589	1,792	3,919	486	567	634	846
March.....	17,401	1,484	3,679	6,715	939	1,304	1,488	1,792
April.....	20,764	1,557	3,910	8,555	1,279	1,477	1,786	2,200
May.....	19,692	1,540	3,365	8,807	1,209	1,437	1,539	1,795
June.....	20,035	1,559	4,226	8,399	1,137	1,187	1,469	2,058
July.....	22,057	1,819	3,684	10,789	906	1,155	1,293	2,411
August.....	13,083	1,364	2,376	5,598	787	812	743	1,403
September.....	20,487	1,807	3,770	9,586	928	1,301	1,309	1,786
October.....	22,548	1,676	3,931	10,651	1,117	1,301	1,660	2,212
November.....	14,260	1,044	2,448	6,488	839	790	1,224	1,427
December.....	16,621	1,082	2,618	7,108	1,131	1,487	1,471	1,724
TRUCKS AND BUSES								
Annual Total.....	84,023	7,460	14,192	29,480	6,208	9,280	10,611	6,792
January.....	5,301	562	1,023	2,049	332	474	557	304
February.....	6,468	602	1,228	2,247	421	628	799	543
March.....	7,653	786	1,537	2,559	467	785	891	628
April.....	8,550	718	1,621	3,087	601	798	941	784
May.....	8,693	904	1,643	2,865	659	864	982	776
June.....	7,794	719	1,450	2,819	433	714	990	669
July.....	7,120	601	1,042	2,681	517	737	927	615
August.....	5,478	588	743	1,337	624	953	804	429
September.....	7,752	645	1,127	2,670	631	1,059	1,080	540
October.....	8,174	526	1,153	3,211	663	956	997	668
November.....	5,440	387	694	2,179	429	619	759	373
December.....	5,600	422	931	1,776	431	693	884	463

1. Includes Newfoundland from April 1949.

MERCHANDISING AND SERVICES

TABLE 4. Annual sales of new motor vehicles in Canada, 1932-1949

Year	Total vehicles			Passenger cars			Trucks and buses		
	Number	Retail value		Number	Retail value		Number	Retail value	
		Total	Average purchase price		Total	Average purchase price		Total	Average purchase price
		\$	\$		\$	\$		\$	\$
1932.....	45,870	45,260,742	987	38,621	38,919,015	1,008	7,249	6,341,727	875
1933.....	45,332	45,450,230	1,003	39,568	39,692,630	1,003	5,764	5,757,600	999
1934.....	73,358	75,785,461	1,033	61,503	63,566,402	1,034	11,855	12,219,059	1,031
1935.....	101,461	101,742,449	1,003	83,242	83,429,114	1,002	18,219	18,313,335	1,005
1936.....	113,314	117,582,796	1,038	92,287	95,403,199	1,034	21,027	22,179,597	1,055
1937.....	144,441	149,170,527	1,033	114,275	116,886,334	1,023	30,166	32,284,193	1,070
1938.....	121,165	135,011,908	1,114	95,751	105,006,462	1,097	25,414	30,005,446	1,181
1939.....	114,747	125,967,521	1,098	90,054	97,131,128	1,079	24,693	28,836,393	1,168
1940.....	130,552	148,845,278	1,140	101,789	114,928,833	1,129	28,763	33,916,445	1,179
1941.....	118,073	151,868,905	1,286	83,642	108,923,842	1,302	34,431	42,944,963	1,247
1942.....	30,356	42,879,522	1,413	17,286	23,899,745	1,383	13,070	18,979,777	1,452
1943.....	4,798	7,557,360	1,575	984	1,378,200	1,401	3,814	6,179,160	1,620
1944.....	11,670 ¹	2	-	2,156 ¹	2	-	9,514 ¹	2	-
1945.....	24,356 ¹	2	-	4,526 ¹	2	-	19,830 ¹	2	-
1946.....	120,044	193,329,005	1,611	77,742	120,325,496	1,548	42,302	73,003,509	1,726
1947.....	230,255	416,237,495	1,808	159,205	283,190,390	1,779	71,050	133,047,105	1,873
1948.....	221,300	439,216,988	1,985	145,655	282,903,958	1,942	75,645	156,313,030	2,066
1949.....	286,341	588,724,685	2,056	202,318	412,297,863	2,038	84,023	176,426,822	2,100

1. The number of vehicles sold in 1944 and 1945 was obtained from official records of releases from the Government-administered reserve bank of new vehicles.

2. Retail values not available.

TABLE 5. Number of new motor vehicles sold in Canada, by provinces, 1936-1949

Year	Canada	Maritime Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
PASSENGER CARS								
1936.....	92,287	6,673	18,115	46,378	4,317	4,160	5,404	7,240
1937.....	114,275	9,208	22,658	55,504	6,219	5,704	6,811	8,171
1938.....	95,751	7,076	18,147	47,514	5,575	3,753	7,543	6,143
1939.....	90,054	6,982	16,700	41,544	5,287	5,971	7,361	6,209
1940.....	101,789	7,899	18,220	48,777	5,819	6,936	7,264	6,874
1941.....	83,642	6,635	16,440	40,600	4,252	4,832	5,181	5,702
1942.....	17,286	1,504	3,840	8,095	765	888	992	1,202
1943 ²	984	-	-	-	-	-	-	-
1944 ^{2,3}	2,156	-	-	-	-	-	-	-
1945 ^{2,3}	4,526	-	-	-	-	-	-	-
1946.....	77,742	6,388	14,376	37,070	3,717	5,140	5,194	5,857
1947.....	159,205	12,232	28,833	73,160	8,467	10,511	11,952	14,050
1948.....	145,655	11,142	26,266	67,000	8,190	9,562	10,959	12,536
1949.....	202,318	15,850	36,782	90,272	11,081	13,081	14,994	20,258
TRUCKS AND BUSES								
1936.....	21,027	2,574	3,872	8,289	1,497	1,116	1,686	1,993
1937.....	30,166	3,757	6,774	11,199	2,243	1,397	2,133	2,663
1938.....	25,414	2,510	4,925	9,010	2,217	1,997	2,992	1,763
1939.....	24,693	2,386	4,629	8,631	1,483	2,970	2,929	1,665
1940.....	28,763	3,042	5,064	9,327	1,896	4,663	2,927	1,844
1941.....	34,431	3,850	6,529	11,375	2,080	4,378	3,719	2,500
1942.....	13,070	1,343	2,930	5,056	708	1,046	1,066	921
1943 ²	3,814	-	-	-	-	-	-	-
1944 ^{2,3}	9,514	-	-	-	-	-	-	-
1945 ^{2,3}	19,830	-	-	-	-	-	-	-
1946.....	42,302	4,463	7,243	15,710	2,722	4,588	4,236	3,340
1947.....	71,050	7,632	13,133	25,135	4,511	7,032	7,617	5,990
1948.....	75,645	7,070	14,510	27,472	4,751	7,274	7,889	6,679
1949.....	84,023	7,460	14,192	29,480	6,208	9,280	10,611	6,792

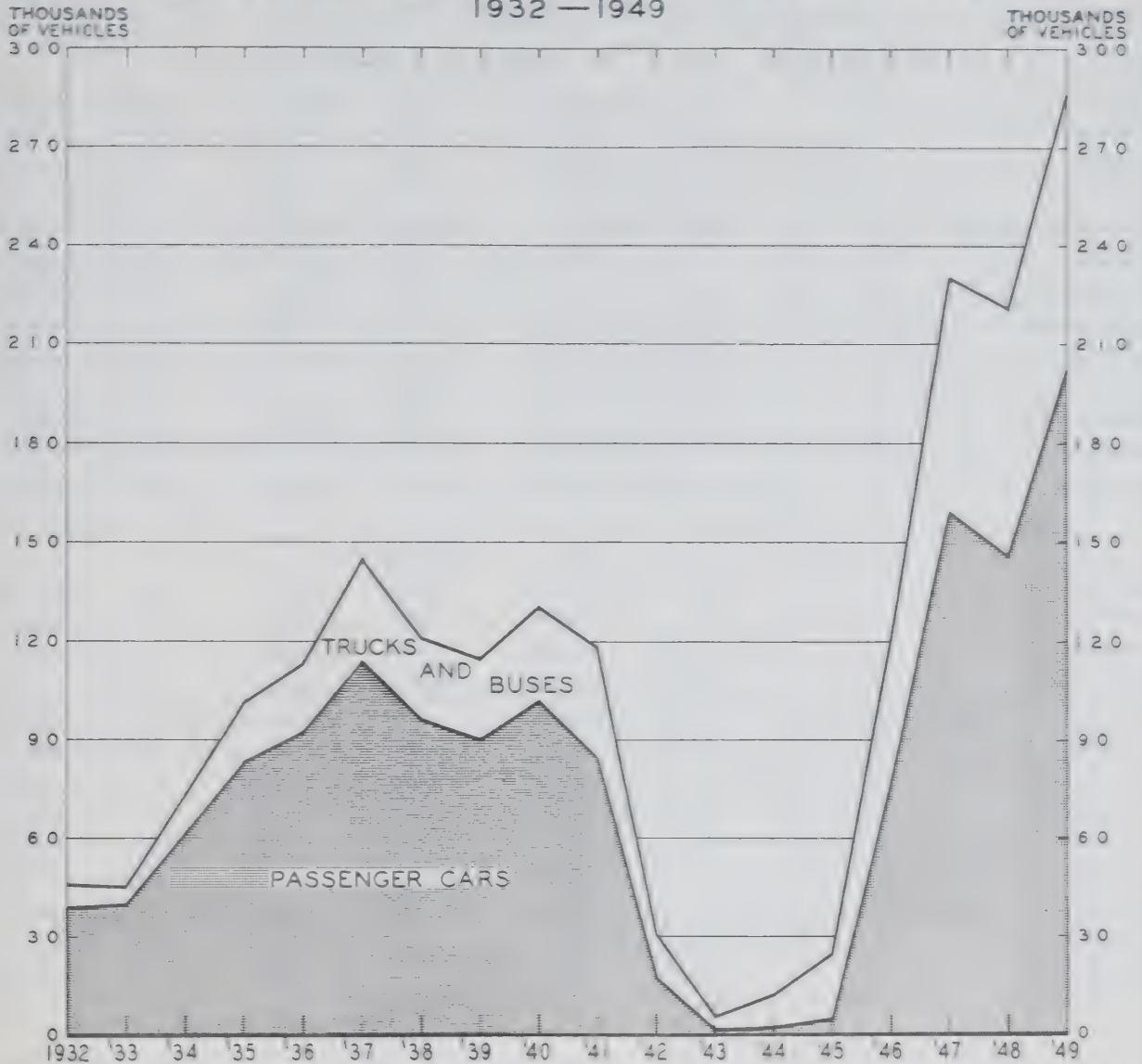
1. Includes Newfoundland from April 1949.

2. Provincial figures not available for 1943, 1944 and 1945.

3. The number of vehicles sold in 1944 and 1945 was obtained from official records of releases from the Government-administered reserve bank of new vehicles.

CHART I

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA 1932 — 1949



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

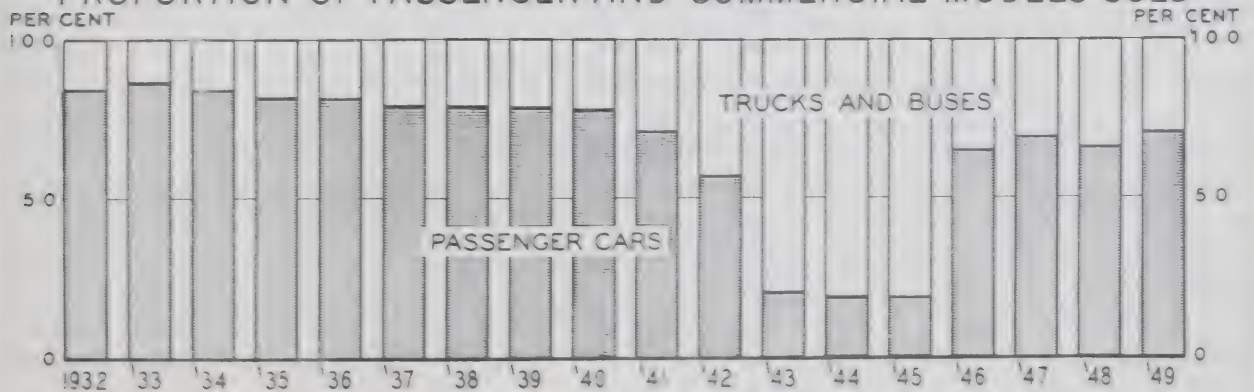


TABLE 6. Financing of motor vehicle sales in Canada, by months, 1949

Month	Total, passenger and commercial		Passenger cars		Trucks and buses	
	Number	Amount of financing	Number	Amount of financing	Number	Amount of financing
		\$		\$		\$
TOTAL, NEW AND USED VEHICLES						
Annual Total	232,988	219,184,030	177,780	153,027,141	55,208	66,156,889
January	9,482	9,481,683	6,940	6,162,787	2,542	3,318,896
February.....	10,715	10,547,275	7,741	6,723,693	2,974	3,823,582
March.....	16,653	16,153,171	12,412	10,975,492	4,241	5,177,679
April ¹	24,558	23,433,411	18,795	16,523,878	5,763	6,909,533
May	25,800	24,153,676	19,702	16,409,240	6,098	7,744,436
June	23,405	21,365,721	17,839	14,635,184	5,566	6,730,537
July.....	22,514	20,524,044	17,796	15,071,984	4,718	5,452,060
August	20,546	18,800,085	15,612	13,045,626	4,934	5,754,459
September	19,901	18,610,478	15,051	12,973,845	4,850	5,636,633
October	22,135	20,534,371	17,215	14,885,389	4,920	5,648,982
November.....	20,117	18,686,827	15,369	13,233,203	4,748	5,453,624
December.....	17,162	16,893,288	13,308	12,386,820	3,854	4,506,468
NEW VEHICLES						
Annual Total	81,502	115,511,459	53,185	71,044,324	28,317	44,467,135
January	3,677	5,311,377	2,339	3,080,526	1,338	2,230,851
February.....	3,658	5,509,367	2,109	2,962,916	1,549	2,546,451
March.....	5,857	8,453,498	3,651	5,053,312	2,206	3,400,186
April ¹	8,504	11,999,880	5,499	7,357,931	3,005	4,641,949
May	8,222	11,819,237	5,021	6,517,660	3,201	5,301,577
June	7,272	10,454,896	4,394	5,806,088	2,878	4,648,808
July.....	7,693	10,580,582	5,186	6,884,914	2,507	3,695,668
August	6,652	9,493,088	4,161	5,642,684	2,491	3,850,404
September	7,183	10,129,875	4,659	6,263,637	2,524	3,866,238
October	8,543	11,557,419	6,026	7,770,381	2,517	3,787,038
November.....	7,374	10,335,552	5,020	6,701,619	2,354	3,633,933
December.....	6,867	9,866,688	5,120	7,002,656	1,747	2,864,032
USED VEHICLES						
Annual Total	151,486	103,672,571	124,595	81,982,817	26,891	21,689,754
January.....	5,805	4,170,306	4,601	3,082,261	1,204	1,088,045
February.....	7,057	5,037,908	5,632	3,760,777	1,425	1,277,131
March.....	10,796	7,699,673	8,761	5,922,180	2,035	1,777,493
April ¹	16,054	11,433,531	13,296	9,165,947	2,758	2,267,584
May	17,578	12,334,439	14,681	9,891,580	2,897	2,442,859
June	16,133	10,910,825	13,445	8,829,096	2,688	2,081,729
July.....	14,821	9,943,462	12,610	8,187,070	2,211	1,756,392
August	13,894	9,306,997	11,451	7,402,942	2,443	1,904,055
September	12,718	8,480,603	10,392	6,710,208	2,326	1,770,395
October	13,592	8,976,952	11,189	7,115,008	2,403	1,861,944
November.....	12,743	8,351,275	10,349	6,531,584	2,394	1,819,691
December.....	10,295	7,026,600	8,188	5,384,164	2,107	1,642,436

1. Newfoundland included from April 1949.

TABLE 7. Financing of motor vehicle sales in Canada, by provinces, 1949

Province	Total, passenger and commercial			Passenger cars			Trucks and buses		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$	\$		\$	\$		\$	\$
TOTAL, NEW AND USED VEHICLES									
Canada	232,988	219,184,030	941	177,780	153,027,141	861	55,208	66,156,889	1,198
Maritime Provinces ¹	20,546	18,765,829	913	13,858	11,977,597	864	6,688	6,788,232	1,015
Quebec	38,788	45,805,593	1,181	27,473	30,388,904	1,106	11,315	15,416,689	1,363
Ontario	111,672	91,934,924	823	92,811	71,142,385	767	18,861	20,792,539	1,102
Manitoba	9,394	8,996,316	958	6,408	5,615,245	876	2,986	3,381,071	1,132
Saskatchewan	9,157	9,185,903	1,003	5,776	5,391,307	933	3,381	3,794,596	1,122
Alberta	21,056	21,493,036	1,021	13,886	12,188,277	878	7,170	9,304,759	1,298
British Columbia	22,375	23,002,429	1,028	17,568	16,323,426	929	4,807	6,679,003	1,389
NEW VEHICLES									
Canada	81,502	115,511,459	1,417	53,185	71,044,324	1,336	28,317	44,467,135	1,570
Maritime Provinces ¹	8,134	10,856,352	1,335	5,086	6,567,830	1,291	3,048	4,288,522	1,407
Quebec	18,632	28,985,698	1,556	12,387	18,461,750	1,490	6,245	10,523,948	1,685
Ontario	31,558	42,413,412	1,344	22,313	28,377,391	1,272	9,245	14,036,021	1,518
Manitoba	3,859	5,246,607	1,360	2,190	2,869,907	1,310	1,669	2,376,700	1,424
Saskatchewan	4,288	5,675,606	1,324	2,326	2,950,024	1,268	1,962	2,725,582	1,389
Alberta	7,704	11,278,057	1,464	3,977	5,051,268	1,270	3,727	6,226,789	1,671
British Columbia	7,327	11,055,727	1,509	4,906	6,766,154	1,379	2,421	4,289,573	1,772
USED VEHICLES									
Canada	151,486	103,672,571	684	124,595	81,982,817	658	26,891	21,689,754	807
Maritime Provinces ¹	12,412	7,909,477	637	8,772	5,409,767	617	3,640	2,499,710	687
Quebec	20,156	16,819,895	834	15,086	11,927,154	791	5,070	4,892,741	965
Ontario	80,114	49,521,512	618	70,498	42,764,994	607	9,616	6,756,518	703
Manitoba	5,535	3,749,709	677	4,218	2,745,338	651	1,317	1,004,371	763
Saskatchewan	4,869	3,510,297	721	3,450	2,441,283	708	1,419	1,069,014	753
Alberta	13,352	10,214,979	765	9,909	7,137,009	720	3,443	3,077,970	894
British Columbia	15,048	11,946,702	794	12,662	9,557,272	755	2,386	2,389,430	1,001

1. Includes Newfoundland from April 1949.

MERCHANDISING AND SERVICES

TABLE 8. Number of motor vehicles financed, by provinces and months, 1949

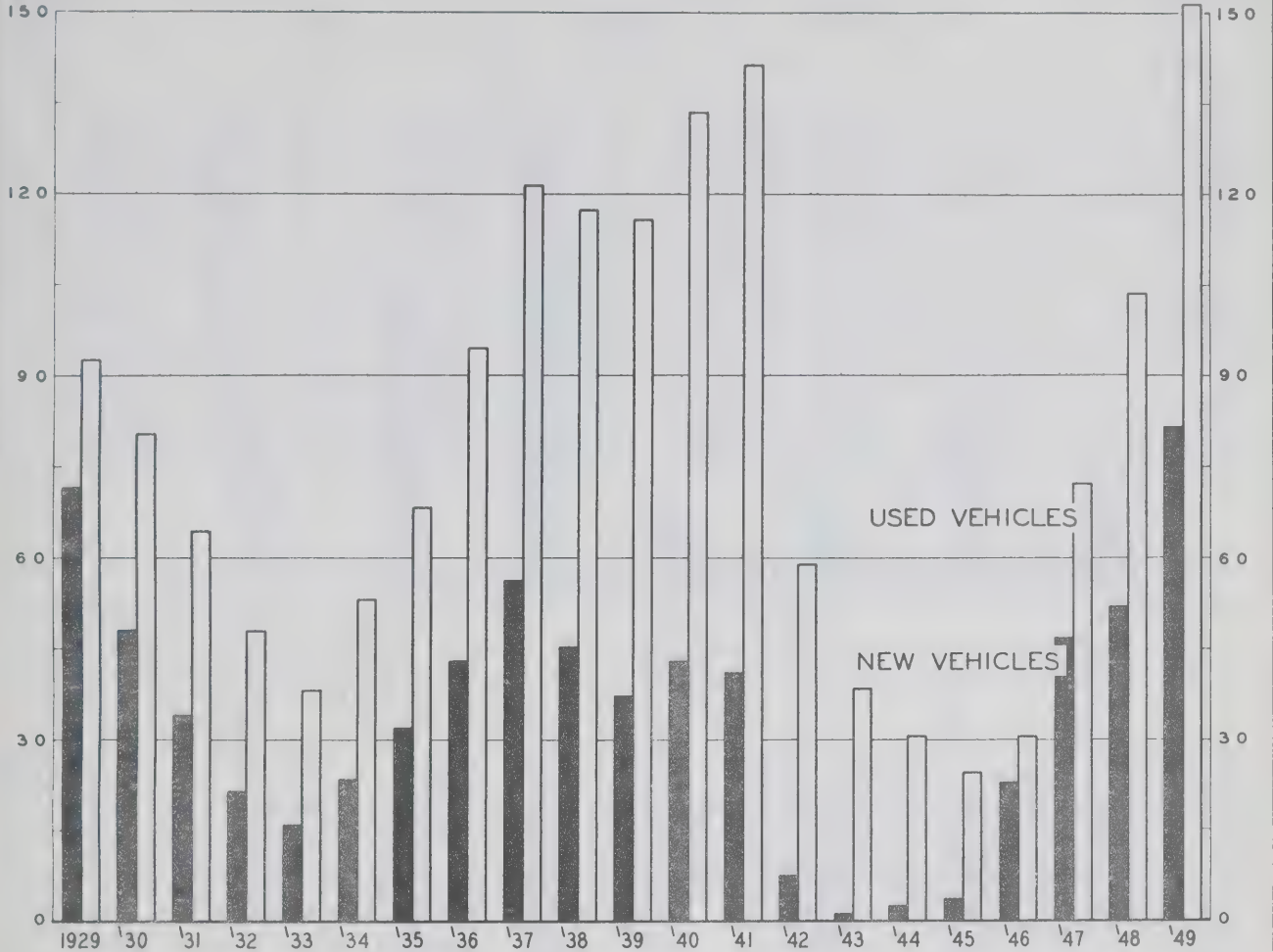
Month	Canada	Maritime Provinces ¹	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
NEW PASSENGER CARS								
Annual Total	53,185	5,086	12,387	22,313	2,190	2,326	3,977	4,906
January	2,339	215	529	1,085	73	83	164	190
February	2,109	159	511	1,015	79	54	140	151
March	3,651	362	997	1,541	137	128	224	262
April	5,499	538	1,462	2,169	241	242	367	480
May	5,021	478	1,121	1,960	250	221	468	523
June	4,394	401	1,033	1,796	197	222	308	437
July	5,186	527	1,269	2,049	236	227	355	523
August	4,161	436	907	1,663	163	195	291	506
September	4,659	468	1,050	2,037	197	228	299	380
October	6,026	590	1,326	2,652	205	269	463	521
November	5,020	468	1,056	2,072	188	256	495	485
December	5,120	444	1,126	2,274	224	201	403	448
NEW TRUCKS AND BUSES								
Annual Total	28,317	3,048	6,245	9,245	1,669	1,962	3,727	2,421
January	1,338	155	263	498	56	56	189	121
February	1,549	223	350	580	58	65	149	124
March	2,206	275	515	758	123	109	220	206
April	3,005	360	835	895	156	189	320	250
May	3,201	393	857	1,001	146	198	350	256
June	2,878	349	564	996	156	186	327	300
July	2,507	315	574	813	145	163	284	213
August	2,491	217	485	812	150	235	383	209
September	2,524	199	472	777	206	257	414	199
October	2,517	209	509	776	191	203	408	221
November	2,354	209	461	745	171	184	387	197
December	1,747	144	360	594	111	117	296	125
USED PASSENGER CARS								
Annual Total	124,595	8,772	15,086	70,498	4,218	3,450	9,909	12,662
January	4,601	288	421	2,957	103	46	311	475
February	5,632	328	606	3,574	125	63	367	569
March	8,761	559	999	5,118	233	139	677	1,036
April	13,296	941	1,936	7,394	470	319	954	1,282
May	14,681	969	2,078	8,351	543	420	1,075	1,245
June	13,445	855	1,713	7,695	485	426	1,046	1,225
July	12,610	907	1,467	7,431	413	300	938	1,154
August	11,451	786	1,329	6,412	405	274	913	1,332
September	10,392	733	1,178	5,732	394	316	954	1,085
October	11,189	868	1,287	6,115	375	436	953	1,155
November	10,349	798	1,220	5,422	397	417	940	1,155
December	8,188	740	852	4,297	275	294	781	949
USED TRUCKS AND BUSES								
Annual Total	26,891	3,640	5,070	9,616	1,317	1,419	3,443	2,386
January	1,204	143	227	488	32	32	161	121
February	1,425	196	261	573	51	41	141	162
March	2,035	286	351	759	67	84	266	222
April	2,758	402	574	976	131	126	317	232
May	2,897	424	681	974	146	135	325	212
June	2,688	382	493	980	130	138	318	247
July	2,211	350	390	814	108	102	255	192
August	2,443	296	437	889	133	138	327	223
September	2,326	318	407	794	126	156	317	208
October	2,403	304	444	780	137	171	357	210
November	2,394	278	408	850	139	163	356	200
December	2,107	261	397	739	117	133	303	157

1. Includes Newfoundland from April 1949.

CHART 2

NUMBER OF MOTOR VEHICLE SALES FINANCED

1929-1949

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT

PER CENT

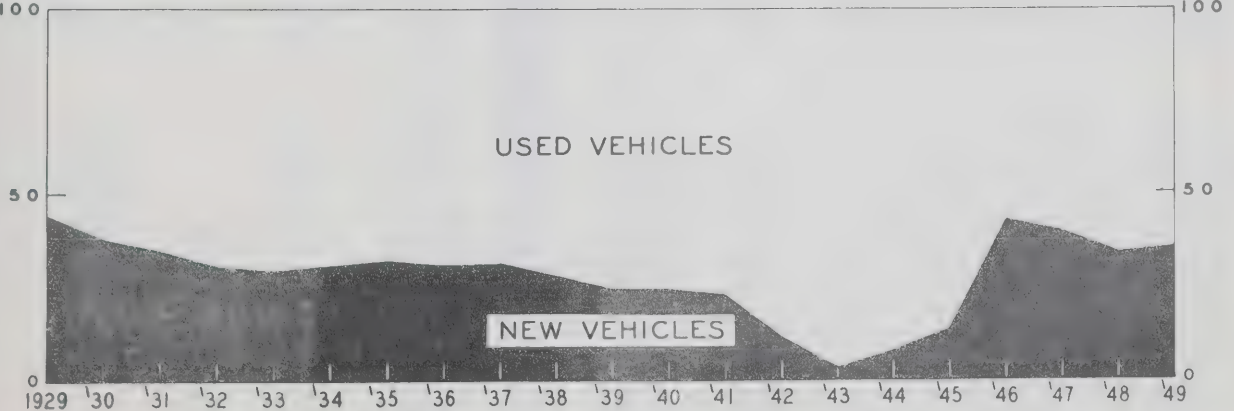


TABLE 9. Annual financing of motor vehicle sales in Canada, 1929-1949

Year	Total, new and used vehicles			New vehicles			Used vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$	\$		\$	\$		\$	\$
1929.....	164,131	88,165,531	537	71,582	48,104,523	672	92,549	40,061,008	433
1930.....	128,314	62,978,174	491	47,961	28,610,731	597	80,353	34,367,443	428
1931.....	98,623	41,941,254	425	33,988	20,869,547	614	64,635	21,071,707	326
1932.....	69,291	25,864,873	373	21,293	12,741,179	598	47,998	13,123,694	273
1933.....	54,238	20,158,788	372	15,880	10,030,368	632	38,358	10,128,420	264
1934.....	76,170	30,091,463	395	23,264	16,364,735	703	52,906	13,726,728	259
1935.....	100,178	40,251,521	402	31,950	22,410,656	701	68,228	17,840,865	261
1936.....	137,514	54,859,812	399	42,863	29,887,861	697	94,651	24,971,951	264
1937.....	177,898	75,850,173	426	56,247	40,664,675	723	121,651	35,185,498	289
1938.....	162,703	69,685,853	428	45,267	33,701,624	745	117,436	35,984,229	306
1939.....	153,107	62,768,746	410	37,320	27,852,627	746	115,787	34,916,119	302
1940.....	170,578	75,235,793	426	42,982	33,473,397	779	133,596	41,762,396	313
1941.....	182,419	84,716,783	464	41,032	34,887,591	850	141,387	49,829,192	352
1942.....	66,310	24,596,915	371	7,398	6,207,111	839	58,912	18,389,804	312
1943.....	39,573	14,592,566	376	1,077	1,254,878	1,165	38,496	13,637,688	354
1944.....	32,970	14,570,937	442	2,371	2,927,396	1,235	30,599	11,643,541	381
1945.....	27,986	14,437,182	516	3,630	4,934,456	1,359	24,356	9,502,726	390
1946.....	53,393	41,586,565	779	22,866	27,978,992	1,224	30,527	13,607,573	446
1947.....	118,867	108,744,758	915	46,700	65,422,230	1,401	72,167	43,322,528	600
1948.....	155,634	144,955,013	931	51,867	73,805,672	1,423	103,767	71,149,341	686
1949.....	232,988	219,184,030	941	81,502	115,511,459	1,417	151,486	103,672,571	684

TABLE 10. Number of motor vehicles financed in Canada, by provinces, 1936-1949

Year	Canada	Maritime Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
New VEHICLES								
1936.....	42,863	2,804	8,060	19,799	5,034		3,942	3,226
1938.....	45,267	2,878	8,610	19,209	6,542		5,232	2,796
1940.....	42,982	2,864	7,544	16,486	8,596		4,825	2,667
1943.....	1,077	96	224	304	138		229	86
1944.....	2,371	298	532	528	290		530	193
1945.....	3,630	409	815	949	571		605	281
1946.....	22,866	2,117	4,712	9,416	1,281	1,373	2,289	1,678
1947.....	46,700	4,345	10,944	17,830	2,700	2,649	4,262	3,970
1948.....	51,867	4,993	12,955	20,322	2,506	2,528	4,290	4,273
1949.....	81,502	8,134	18,632	31,558	3,859	4,288	7,704	7,327
1947								
Passenger.....	27,409	2,223	6,463	11,593	1,619	1,169	2,050	2,292
Commercial.....	19,291	2,122	4,481	6,237	1,081	1,480	2,212	1,678
1948								
Passenger.....	29,923	2,510	7,164	12,927	1,524	1,322	2,139	2,337
Commercial.....	21,944	2,463	5,791	7,395	982	1,206	2,151	1,936
1949								
Passenger.....	53,185	5,086	12,387	22,313	2,190	2,326	3,977	4,906
Commercial.....	28,317	3,048	6,245	9,245	1,669	1,962	3,727	2,421
USED VEHICLES								
1936.....	94,651	6,350	14,635	48,180	9,401		7,132	8,953
1938.....	117,436	8,114	18,136	57,838	13,157		9,929	10,262
1940.....	133,596	10,228	18,333	63,387	17,647		11,935	12,066
1943.....	38,496	1,227	3,881	19,555	4,930		4,258	4,645
1944.....	30,599	634	3,507	17,159	2,602		2,731	3,966
1945.....	24,356	540	3,608	13,679	1,717		2,032	2,780
1946.....	30,527	1,234	4,932	17,664	1,192	841	2,376	2,288
1947.....	72,167	4,037	11,184	39,473	3,263	2,031	5,291	6,888
1948.....	103,767	6,344	13,778	58,174	3,832	2,402	8,193	11,044
1949.....	151,486	12,412	20,156	80,114	5,535	4,869	13,352	15,048
1947								
Passenger.....	56,024	2,422	7,796	33,431	2,318	1,221	3,304	5,532
Commercial.....	16,143	1,615	3,388	6,042	945	810	1,987	1,356
1948								
Passenger.....	83,323	3,992	9,621	50,591	2,841	1,494	5,831	8,953
Commercial.....	20,444	2,352	4,157	7,583	991	908	2,362	2,091
1949								
Passenger.....	124,595	8,772	15,086	70,498	4,218	3,450	9,909	12,662
Commercial.....	26,891	3,640	5,070	9,616	1,317	1,419	3,443	2,386

1. Includes Newfoundland from April 1949.

CHART 3

PROVINCIAL DISTRIBUTION OF NEW MOTOR VEHICLE SALES AND FINANCING

NUMBER OF UNITS

1949

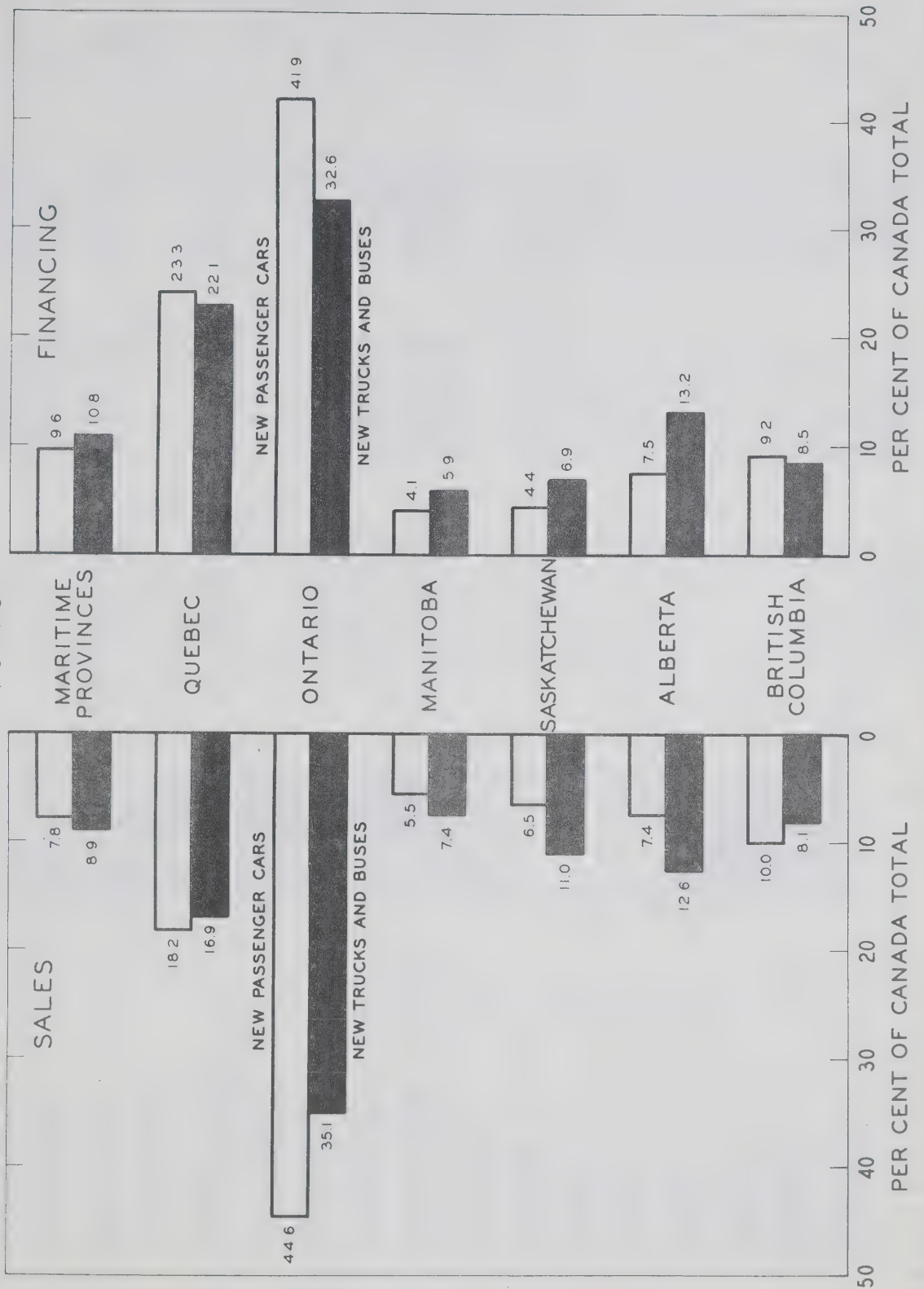


TABLE 11. Sales and financing of sales of new motor vehicles compared, by provinces, 1949

Province	Sales of new vehicles		Financing of sales of new vehicles			
	Number of vehicles	Retail value	Number of vehicles	Per cent of total number sold	Amount of financing	Per cent of value of total number sold
	\$		%	\$	%	
TOTAL VEHICLES						
Canada.....	286,341	588,724,685	81,502	28.5	115,511,459	19.6
Maritime Provinces ¹	23,310	46,068,167	8,134	34.9	10,856,352	23.6
Quebec.....	50,974	107,947,062	18,632	36.6	28,985,698	26.9
Ontario.....	119,752	245,531,242	31,558	26.4	42,413,412	17.3
Manitoba.....	17,289	34,544,101	3,859	22.3	5,246,607	15.2
Saskatchewan.....	22,361	45,418,481	4,288	19.2	5,675,606	12.5
Alberta.....	25,605	53,338,201	7,704	30.1	11,278,057	21.1
British Columbia.....	27,050	55,877,431	7,327	27.1	11,055,727	19.8
PASSENGER CARS						
Canada.....	202,318	412,297,863	53,185	26.3	71,044,324	17.2
Maritime Provinces ¹	15,850	31,674,470	5,086	32.1	6,567,830	20.7
Quebec.....	36,782	76,603,862	12,387	33.7	18,461,750	24.1
Ontario.....	90,272	184,298,230	22,313	24.7	28,377,391	15.4
Manitoba.....	11,081	22,442,608	2,190	19.8	2,869,907	12.8
Saskatchewan.....	13,081	26,868,603	2,326	17.8	2,950,024	11.0
Alberta.....	14,994	30,642,810	3,977	26.5	5,051,268	16.5
British Columbia.....	20,258	39,767,280	4,906	24.2	6,766,154	17.0
TRUCKS AND BUSES						
Canada.....	84,023	176,426,822	28,317	33.7	44,467,135	25.2
Maritime Provinces ¹	7,460	14,393,697	3,048	40.9	4,288,522	29.8
Quebec.....	14,192	31,343,200	6,245	44.0	10,523,948	33.6
Ontario.....	29,480	61,233,012	9,245	31.4	14,036,021	22.9
Manitoba.....	6,208	12,101,493	1,669	26.9	2,376,700	19.6
Saskatchewan.....	9,280	18,549,878	1,962	21.1	2,725,582	14.7
Alberta.....	10,611	22,695,391	3,727	35.1	6,226,789	27.4
British Columbia.....	6,792	16,110,151	2,421	35.6	4,289,573	26.6

1. Includes Newfoundland from April 1949.

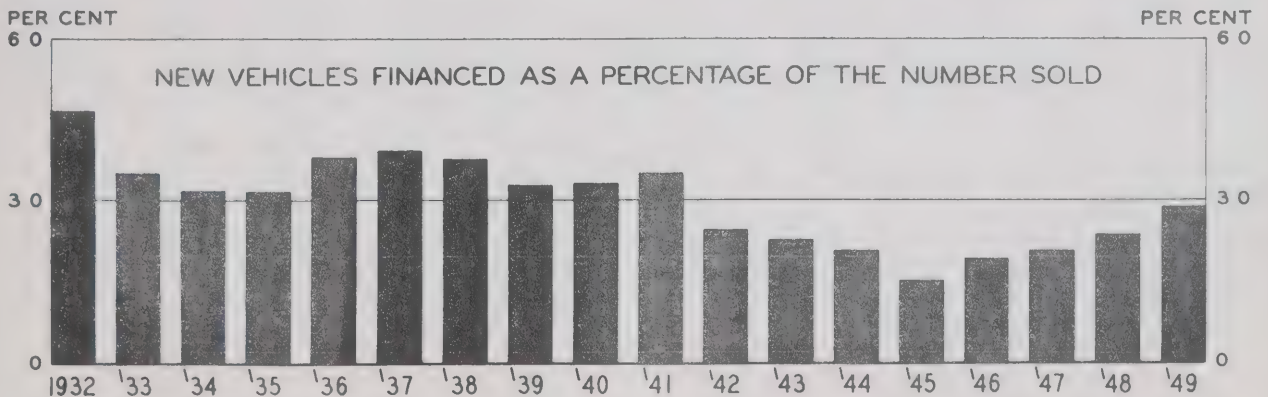
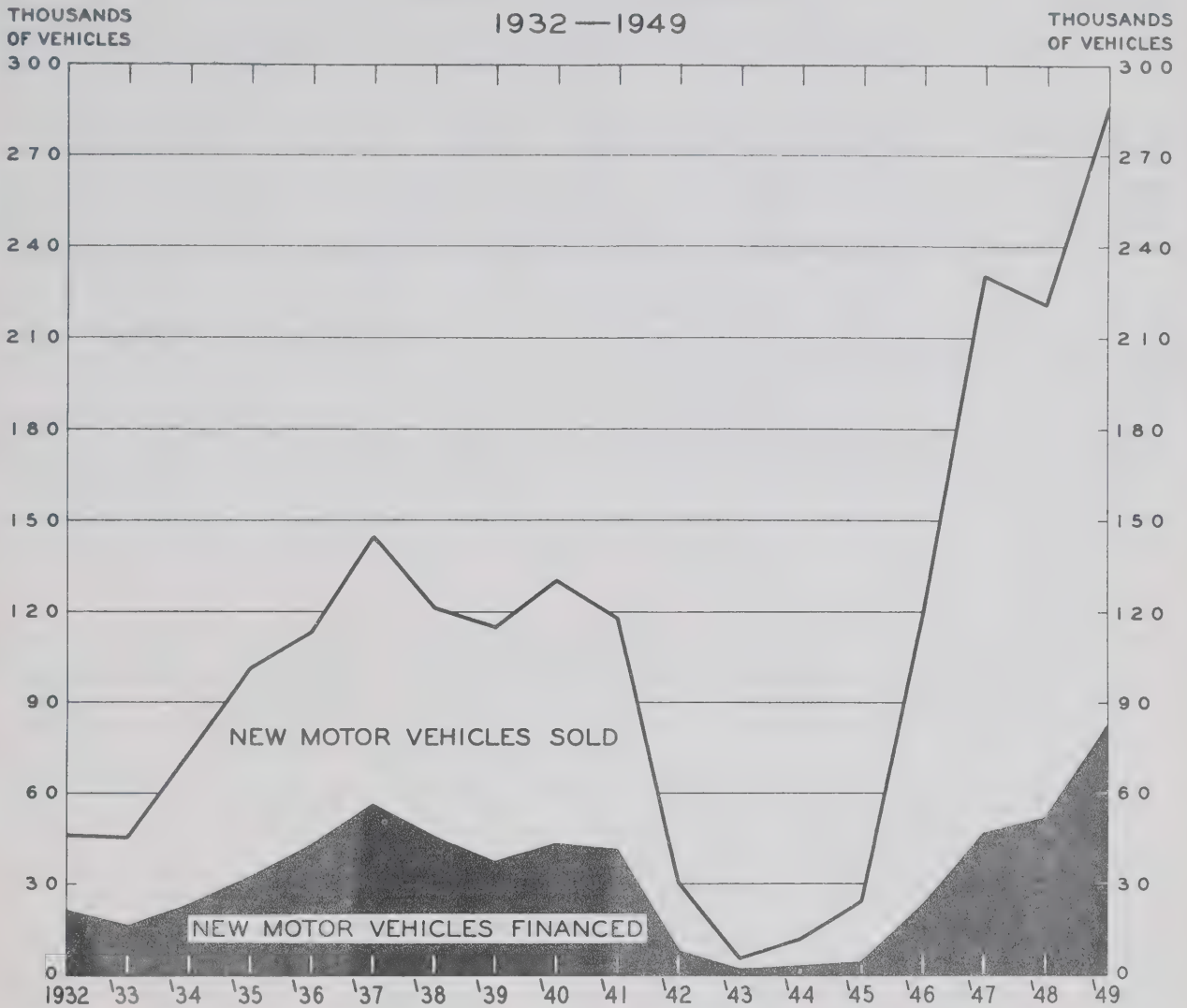
TABLE 12. Sales and financing of new motor vehicles in Canada compared, 1932-1949

Year	Sales of new vehicles		Financing of new vehicle sales			
	Number of vehicles	Retail value	Number of vehicles	Per cent of total number sold	Amount of financing	Per cent of value of total number sold
		\$		%	\$	%
1932.....	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933.....	45,332	45,540,230	15,880	35.0	10,030,368	22.1
1934.....	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935.....	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936.....	113,314	117,582,796	42,863	37.8	29,887,861	25.4
1937.....	144,441	149,170,527	56,247	38.9	40,664,675	27.3
1938.....	121,165	135,011,908	45,267	37.4	33,701,624	25.0
1939.....	114,747	125,967,521	37,320	32.5	27,852,627	22.1
1940.....	130,552	148,845,278	42,982	32.9	33,473,397	22.5
1941.....	118,073	151,868,905	41,032	34.8	34,887,591	23.0
1942.....	30,356	42,879,522	7,398	24.4	6,207,111	14.5
1943.....	4,798	7,557,360	1,077	22.4	1,254,878	16.6
1944.....	11,670 ¹	-	2,371	20.3	2,927,396	-
1945.....	24,356 ¹	-	3,630	14.9	4,934,456	-
1946.....	120,044	193,329,005	22,866	19.0	27,978,992	14.5
1947.....	230,255	416,237,495	46,700	20.3	65,422,230	15.7
1948.....	221,300	439,216,988	51,867	23.4	73,805,672	16.8
1949.....	286,341	588,724,685	81,502	28.5	115,511,459	19.6

1. Releases from reserve pool.

CHART 4

NEW MOTOR VEHICLES SALES AND FINANCING 1932 — 1949



SALES FOR 1944 AND 1945
OBTAINED FROM RECORDS OF VEHICLES RELEASED FROM THE RESERVE POOL

MERCHANDISING AND SERVICES

TABLE 13. Sales and financing of sales of new motor vehicles compared, by provinces and months, 1949

Month	Canada			Maritime Provinces ¹			Quebec			Ontario		
	Sold		% of number sold	Sold		% of number sold	Sold		% of number sold	Sold		% of number sold
	Number	Number		Number	Number		Number	Number		Number	Number	
Annual Total.....	286,341	81,502	28.5	23,310	8,134	34.9	50,974	18,632	36.6	119,752	31,558	26.4
January.....	11,838	3,677	31.1	891	370	41.5	2,006	792	39.5	5,706	1,583	27.7
February.....	15,301	3,658	23.9	1,191	382	32.1	3,020	861	28.5	6,166	1,595	25.9
March.....	25,054	5,857	23.4	2,270	637	28.1	5,216	1,512	29.0	9,274	2,299	24.8
April.....	29,314	8,504	29.0	2,275	898	39.5	5,531	2,297	41.5	11,642	3,064	26.3
May.....	28,385	8,222	29.0	2,444	871	35.6	5,008	1,978	39.5	11,672	2,961	25.4
June.....	27,829	7,272	26.1	2,278	750	32.9	5,676	1,597	28.1	11,218	2,792	24.9
July.....	29,177	7,693	26.4	2,420	842	34.8	4,726	1,843	39.0	13,470	2,862	21.2
August.....	18,561	6,652	35.8	1,952	653	33.5	3,119	1,392	44.6	6,935	2,475	35.7
September.....	28,239	7,183	25.4	2,452	667	27.2	4,897	1,522	31.1	12,256	2,814	23.0
October.....	30,722	8,543	27.8	2,202	799	36.3	5,084	1,835	36.1	13,862	3,428	24.7
November.....	19,700	7,374	37.4	1,431	677	47.3	3,142	1,517	48.3	8,667	2,817	32.5
December.....	22,221	6,867	30.9	1,504	588	39.1	3,549	1,486	41.9	8,884	2,868	32.3
	Manitoba			Saskatchewan			Alberta			British Columbia		
	Sold		% of number sold	Sold		% of number sold	Sold		% of number sold	Sold		% of number sold
	Number	Number		Number	Number		Number	Number		Number	Number	
Annual Total.....	17,289	3,859	22.3	22,361	4,288	19.2	25,605	7,704	30.1	27,050	7,327	27.1
January.....	655	129	19.7	737	139	18.9	935	353	37.8	908	311	34.3
February.....	907	137	15.1	1,195	119	10.0	1,433	289	20.2	1,389	275	19.8
March.....	1,406	260	18.5	2,089	237	11.3	2,379	444	18.7	2,420	468	19.3
April.....	1,880	397	21.1	2,275	431	18.9	2,727	687	25.2	2,984	730	24.5
May.....	1,868	396	21.2	2,301	419	18.2	2,521	818	32.4	2,571	779	30.3
June.....	1,570	353	22.5	1,901	408	21.5	2,459	635	25.8	2,727	737	27.0
July.....	1,423	381	26.8	1,892	390	20.6	2,220	639	28.8	3,026	736	24.3
August.....	1,411	313	22.2	1,765	430	24.4	1,547	674	43.6	1,832	715	39.0
September.....	1,559	403	25.8	2,360	485	20.6	2,389	713	29.8	2,326	579	24.9
October.....	1,780	396	22.2	2,257	472	20.9	2,657	871	32.8	2,880	742	25.8
November.....	1,268	359	28.3	1,409	440	31.2	1,983	882	44.5	1,800	682	37.9
December.....	1,562	335	21.4	2,180	318	14.6	2,355	699	29.7	2,187	573	26.2

1. Includes Newfoundland from April 1949.

60cc
CANADIAN STATISTICS
GOVERNMENT OF CANADA



NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
1950



NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
1950

Published by Authority of the Rt. Hon. C. D. Howe
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NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada — mining, forestry, and fishing; (b) manufacturing; (c) construction; and (d) merchandising and services.

For the purpose of annual compilation and publication, reports on merchandising and services have been classified as follows:

Part I — Wholesale Statistics

- A Wholesale Trade, 25¢.
- * B Operating Results of Food Wholesalers, 25¢.
- * C Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- * D Operating Results of Miscellaneous Wholesalers (automotive equipment, drugs, hardware, plumbing and heating equipment), 25¢.

Part II — Retail Statistics

- E General Review, 25¢.
- F Retail Trade, 50¢.
- G Retail Chain Stores, 50¢.
- * H Operating Results of Chain Food Stores, 25¢.
- * I Operating Results of Chain Clothing Stores, 25¢.
- * J Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- K Operating Results of Retail Food Stores, 25¢.
- L Operating Results of Retail Clothing Stores, 25¢.
- M Operating Results of Retail Hardware, Furniture, Appliance, and Radio Stores, 25¢.
- N Operating Results of Filling Stations and Garages, 25¢.
- O Operating Results of Miscellaneous Retail Stores, 25¢.
- P Retail Consumer Credit, 25¢.

Part III — Services and Special Fields

- Q Laundries, Cleaners and Dyers, 25¢.
- R Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S Hotels, 25¢.
- T Sales Financing, 25¢.
- U Farm Implement and Equipment Sales, 25¢.
- V New Motor Vehicle Sales and Motor Vehicle Financing, 25¢.

The reports are punched to permit of filing in a ring binder.

- * Biennial reports — not issued for 1950.

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Financing of Motor Vehicle Sales	V-11—15
New Vehicle Sales and Financing Compared	V-16—19

DEFINITIONS

RETAIL VALUE

The price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Duty is included in the retail value of imported vehicles. Freight charges from the factory to place of purchase are excluded.

COMMERCIAL VEHICLES

A term which is used for convenience in this report and is synonymous with the term "trucks and buses", which was used in previous reports. Passengers models used for commercial purposes, such as taxis, are classified with passenger vehicles.

AMOUNT OF FINANCING

The deferred portion of the purchase price together with finance charges and insurance.

This bulletin is issued as a supplement to the monthly series and contains revised figures for the year 1950 as well as less detailed statistics for previous years. In the main tables of the report, sales of trucks and buses are combined, but separate figures on sales of buses for the years 1949 and 1950 are shown in a text table on page 5.

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING 1950

New Motor Vehicle Sales

More new passenger cars were purchased by Canadians in the year 1950 than in any previous year. The 324,903 new cars sold in that year represented an advance of 61% over 1949 when Canadians bought 202,318 new passenger cars.

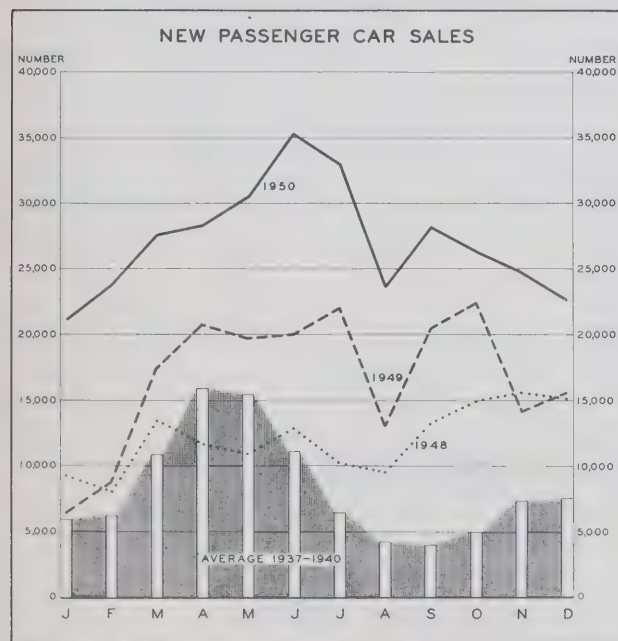
At the end of 1950, about every sixth passenger vehicle on Canadian highways was one purchased within the preceding twelve months.

British vehicles increased in popularity during 1950 and accounted for about 20% of all passenger car sales. They had represented 14% of 1949 sales.

Instalment buying was increasing at an even faster rate than sales during 1950. In 1949, 26.3% of new passenger cars were financed by sales finance and acceptance companies, while the proportion rose to 29.9% in 1950. In this connection, it is interesting to note that a downward tendency in the "financing-to-sales" ratio has developed in recent months following the introduction of credit-buying restrictions raising minimum down-payment requirements.

Sales records continued to be broken in the early months of 1951 although the percentage gains were receding. Sales of passenger cars in the first three months of 1951 numbered 97,210, 34% higher than in the first quarter of 1950.

The following chart shows the course of monthly sales in each of the last three years. The margin of gain in 1950 over 1949, while substantial throughout the year, narrowed somewhat during the last few months of the year. The growing practice of motor vehicle plants to cease production and deliveries for a vacation period during August accounts for the increasingly noticeable dip in sales during that month in recent years.



Commercial vehicle sales, also at a record peak in 1950, did not score as large a percentage gain in sales as did passenger units. Commercial vehicle sales were, therefore, 24% of all vehicle sales in 1950 as compared with 29% of the total in 1949.

Sales of trucks and buses combined totalled 104,792 in 1950, a gain of 25% over the 84,023 new commercial vehicles sold in 1949. Bus sales are combined with truck sales in the main tables of this report, but separate figures for buses are given in the following table. There was a 36% gain in bus sales last year, deliveries being much higher in the last half of the year and mainly in Quebec, Ontario, and Manitoba.

Sales of Buses in Canada, 1949 and 1950

Month and province	1949		1950	
	Number	Retail value	Number	Retail value
		\$		\$
BY MONTHS				
Annual total	573	10,255,283	779	13,893,279
January	55	1,000,370	36	724,358
February	46	903,866	33	628,869
March	51	783,875	35	580,516
April	75	1,481,286	45	738,347
May	91	1,835,969	71	1,243,798
June	57	992,370	133	2,643,164
July	36	601,512	60	1,019,969
August	20	149,208	108	1,735,276
September.....	12	70,336	87	1,458,265
October	23	389,802	52	941,893
November	77	1,443,774	61	1,177,526
December	30	602,915	58	1,001,298
BY PROVINCES				
Canada	573	10,255,283	779	13,893,279
Atlantic Provinces ¹	31	207,335	24	340,008
Quebec	112	2,085,314	260	4,464,269
Ontario	157	2,382,102	230	3,589,175
Manitoba	11	253,785	65	1,277,860
Saskatchewan	45	883,691	19	407,973
Alberta	95	1,729,868	52	1,005,698
British Columbia	122	2,713,188	129	2,808,296

1. Includes Newfoundland from April 1949.

Total sales of new motor vehicles, passenger and commercial combined, numbered 429,695 units with a retail value of \$885,669,039 in 1950, 50% in both number and dollar value above the 286,341 new vehicles which sold for \$588,724,685 in 1949.

There were only small variations between 1949 and 1950 in the provincial distribution of passenger car sales. British Columbia accounted for a somewhat higher proportion of the total, 11.2% in 1950 compared with 10.0% in 1949. Alberta and the Atlantic Provinces also gained small proportions.

**Percentage Distribution of New Motor Vehicles Sold,
by Provinces, 1949 and 1950**

Province	Passenger cars		Commercial vehicles	
	1949	1950	1949	1950
	%	%	%	%
Canada	100.0	100.0	100.0	100.0
Atlantic Provinces ¹	7.8	7.9	8.9	8.1
Quebec	18.2	17.8	16.9	17.5
Ontario	44.6	44.0	35.1	35.5
Manitoba	5.5	5.2	7.4	6.4
Saskatchewan	6.5	5.9	11.0	11.7
Alberta	7.4	8.0	12.6	12.8
British Columbia	10.0	11.2	8.1	8.0

1. Includes Newfoundland from April 1949.

British Columbia and Alberta, with sales increases of 80% and 73% respectively, led the other regions in percentage increase over 1949 in number of new passenger cars sold.

In the commercial vehicle field, gains ranged from 24% to 32% in most regions. Exceptions were the Atlantic Provinces and Manitoba where sales rose only 14% and 8% respectively.

The following table shows percentage increases for 1950 over 1949 in the number of passenger and commercial vehicles sold.

**Percentage Change in Number of Vehicles Sold, by
Provinces, 1950/1949**

Province	Passenger cars	Commercial vehicles
	%	%
Canada	+60.6	+24.7
Atlantic Provinces ¹	+62.6	+14.0
Quebec	+56.7	+29.2
Ontario	+58.4	+26.4
Manitoba	+52.7	+7.6
Saskatchewan	+46.7	+31.7
Alberta	+72.8	+26.0
British Columbia	+80.2	+23.7

1. Includes Newfoundland from April 1949.

The average price paid by Canadians for new passenger cars showed practically no change between 1949 and 1950. The average price for Canada as a whole was \$2,038 in 1949 and \$2,037 in 1950. Average prices in the various regions of the country, while they varied from \$1,911 in British Columbia to \$2,072 in Quebec, also remained fairly stable. The low average value reported for British Columbia and the Atlantic Provinces

is partially due to the higher-than-average proportion of small British cars retailed in these provinces.

In the commercial vehicle field, the average price for Canada as a whole rose from \$2,100 in 1949 to \$2,138 in 1950. The higher sales of buses in Quebec, Ontario, and Manitoba raised the average price in 1950 from the 1949 figure to a greater extent than elsewhere.

**Average Purchase Price of New Motor Vehicles in Canada,
by Provinces, 1949 and 1950**

Province	Passenger cars		Commercial vehicles	
	1949	1950	1949	1950
	\$	\$	\$	\$
Canada	2,038	2,037	2,100	2,138
Atlantic Provinces ¹	1,998	1,960	1,929	1,938
Quebec	2,083	2,072	2,209	2,373
Ontario	2,042	2,064	2,077	2,142
Manitoba	2,025	2,032	1,949	2,088
Saskatchewan	2,054	2,049	1,999	1,925
Alberta	2,044	2,051	2,139	2,021
British Columbia	1,963	1,911	2,372	2,341

1. Includes Newfoundland from April 1949.

The movement in average prices of new motor vehicles between the years 1932 and 1950 is depicted in the accompanying chart.

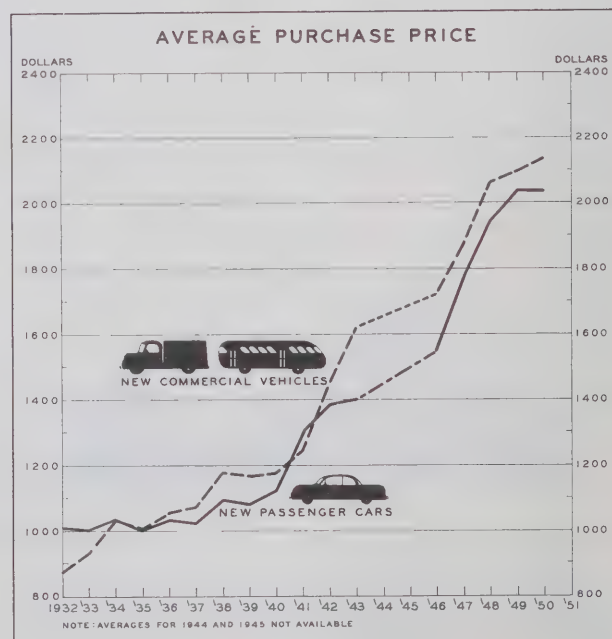


TABLE 1. New Motor Vehicles Sold in Canada, by Provinces and Months, 1950

Month	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Canada	
								Number	Retail value
									\$
	TOTAL VEHICLES								
Annual Total	34, 275	75, 978	180, 244	23, 602	31, 406	39, 283	44, 907	429, 695	885, 669, 039
January	2, 213	4, 970	12, 604	1, 207	1, 551	1, 990	2, 463	26, 998	55, 003, 056
February	2, 281	4, 947	13, 133	1, 633	1, 751	2, 881	3, 374	30, 000	59, 802, 993
March	3, 352	5, 975	13, 428	2, 281	3, 674	3, 436	3, 178	35, 324	70, 816, 689
April	3, 165	6, 662	16, 368	2, 051	2, 280	3, 291	3, 267	37, 084	74, 109, 040
May	3, 624	7, 753	16, 750	1, 864	2, 941	3, 572	4, 141	40, 645	82, 113, 607
June	3, 724	8, 719	18, 305	2, 766	3, 260	4, 133	4, 988	45, 895	93, 810, 668
July	3, 423	7, 945	17, 854	2, 447	3, 153	4, 049	5, 043	43, 914	89, 342, 867
August	2, 269	5, 457	13, 978	1, 789	2, 559	2, 935	3, 913	32, 900	67, 981, 259
September	3, 230	6, 303	15, 858	2, 139	3, 375	3, 627	4, 512	39, 044	83, 061, 552
October	2, 657	6, 207	14, 859	2, 048	2, 815	3, 670	3, 555	35, 811	74, 479, 283
November	1, 909	5, 419	15, 021	1, 917	2, 111	3, 065	3, 310	32, 752	71, 365, 769
December	2, 428	5, 621	12, 086	1, 460	1, 936	2, 634	3, 163	29, 328	63, 782, 256
	PASSENGER CARS								
Annual Total	25, 767	57, 643	142, 972	16, 921	19, 184	25, 908	36, 508	324, 903	661, 673, 944
January	1, 613	3, 892	10, 479	865	925	1, 283	2, 050	21, 107	42, 434, 433
February	1, 762	4, 024	10, 661	1, 281	1, 236	1, 973	2, 792	23, 729	46, 988, 093
March	2, 584	4, 610	11, 127	1, 868	2, 379	2, 366	2, 692	27, 626	54, 330, 828
April	2, 396	4, 855	13, 219	1, 544	1, 399	2, 170	2, 675	28, 258	55, 528, 441
May	2, 674	5, 757	13, 043	1, 350	1, 828	2, 421	3, 363	30, 436	60, 396, 601
June	2, 929	6, 778	14, 509	1, 946	2, 098	2, 877	4, 094	35, 231	70, 038, 429
July	2, 528	6, 102	14, 198	1, 731	1, 716	2, 593	4, 135	33, 003	66, 994, 881
August	1, 741	4, 014	10, 748	1, 110	1, 178	1, 654	3, 111	23, 556	47, 446, 413
September	2, 363	4, 583	11, 980	1, 413	1, 893	2, 302	3, 682	28, 216	60, 049, 391
October	1, 914	4, 468	11, 461	1, 419	1, 817	2, 384	2, 799	26, 262	54, 166, 125
November	1, 395	4, 246	11, 941	1, 333	1, 342	1, 964	2, 611	24, 832	54, 269, 956
December	1, 868	4, 314	9, 606	1, 061	1, 373	1, 921	2, 504	22, 647	49, 030, 353
	COMMERCIAL VEHICLES								
Annual Total	8, 508	18, 335	37, 272	6, 681	12, 222	13, 375	8, 399	104, 792	223, 995, 095
January	600	1, 078	2, 125	342	626	707	413	5, 891	12, 568, 623
February	519	923	2, 472	352	515	908	582	6, 271	12, 814, 900
March	768	1, 365	2, 301	413	1, 295	1, 070	486	7, 698	16, 485, 861
April	769	1, 807	3, 149	507	881	1, 121	592	8, 826	18, 580, 599
May	950	1, 996	3, 707	514	1, 113	1, 151	778	10, 209	21, 717, 006
June	795	1, 941	3, 796	820	1, 162	1, 256	894	10, 664	23, 772, 239
July	895	1, 843	3, 656	716	1, 437	1, 456	908	10, 911	22, 347, 986
August	528	1, 443	3, 230	679	1, 381	1, 281	802	9, 344	20, 534, 846
September	867	1, 720	3, 878	726	1, 482	1, 325	830	10, 828	23, 012, 161
October	743	1, 739	3, 398	629	998	1, 286	756	9, 549	20, 313, 158
November	514	1, 173	3, 080	584	769	1, 101	699	7, 920	17, 095, 813
December	560	1, 307	2, 480	399	563	713	659	6, 681	14, 751, 903

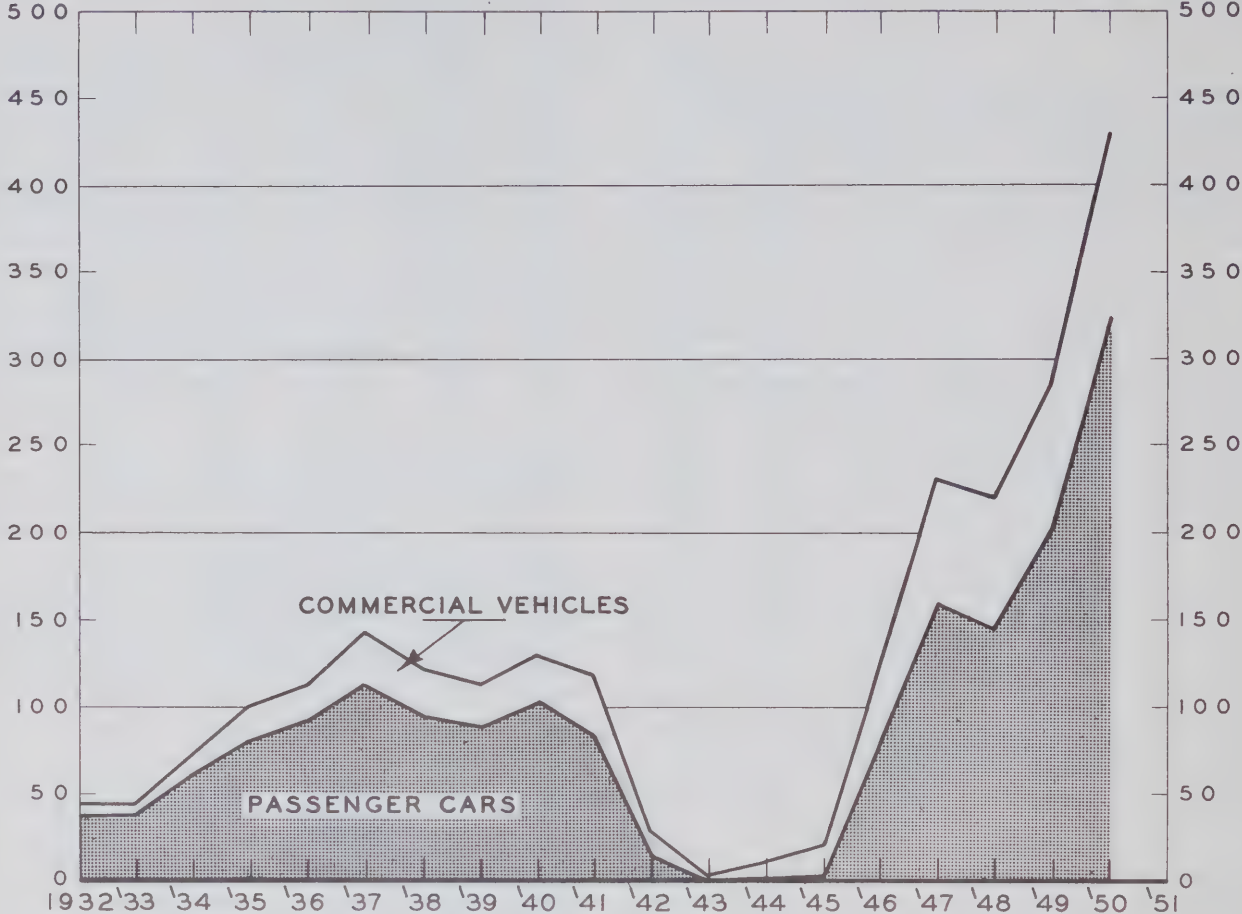
CHART I.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1932 — 1950

THOUSANDS
OF VEHICLES
500

THOUSANDS
OF VEHICLES
500



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

PER CENT
100

PER CENT
100

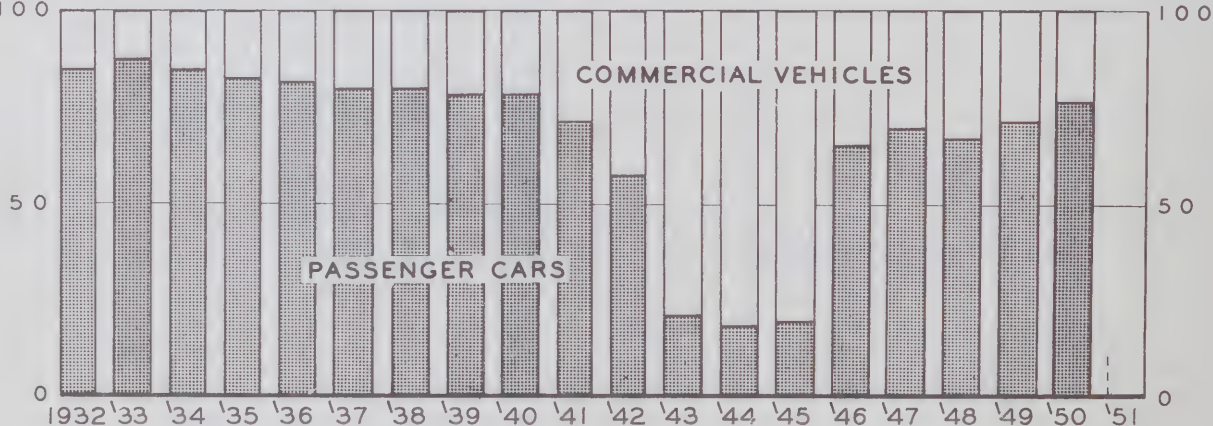


TABLE 2. New Motor Vehicle Sales in Canada, by Provinces, 1950

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$		\$		\$
Canada	429,695	885,669,639	324,903	661,673,944	104,792	223,995,095
Atlantic Provinces	34,275	66,992,319	25,767	50,500,906	8,508	16,491,413
Quebec	75,978	162,982,208	57,643	119,475,636	18,335	43,506,572
Ontario	180,244	374,932,727	142,972	295,112,409	37,272	79,820,318
Manitoba	23,602	48,333,648	16,921	34,378,687	6,681	13,954,961
Saskatchewan	31,406	62,841,940	19,184	39,313,075	12,222	23,528,865
Alberta	39,283	80,157,037	25,908	53,128,366	13,375	27,028,671
British Columbia	44,907	89,429,160	36,508	69,764,865	8,399	19,664,295

TABLE 3. Annual Sales of New Motor Vehicles in Canada, 1933-1950

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value		Number	Retail value		Number	Retail value	
		Total	Average purchase price		Total	Average purchase price		Total	Average purchase price
		\$	\$		\$	\$		\$	\$
1933	45,332	45,450,230	1,003	39,568	39,692,630	1,003	5,764	5,757,600	999
1937	144,441	149,170,527	1,033	114,275	116,886,334	1,023	30,166	32,284,193	1,070
1939	114,747	125,967,521	1,098	90,054	97,131,128	1,079	24,693	28,836,393	1,168
1940	130,552	148,845,278	1,140	101,789	114,928,833	1,129	28,763	33,916,445	1,179
1943	4,798	7,557,360	1,575	984	1,378,200	1,401	3,814	6,179,160	1,620
1946	120,044	193,329,005	1,611	77,742	120,325,496	1,548	42,302	73,003,509	1,726
1947	230,255	416,237,495	1,808	159,205	283,190,390	1,779	71,050	133,047,105	1,873
1948	221,300	439,216,988	1,985	145,655	282,903,958	1,942	75,645	156,313,030	2,066
1949	286,341	588,724,685	2,056	202,318	412,297,663	2,038	84,023	176,426,822	2,100
1950	429,695	885,669,039	2,061	324,903	661,673,944	2,037	104,792	223,995,095	2,138

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces, 1937-1950

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
PASSENGER CARS								
1937	114,275	9,208	22,658	55,504	6,219	5,704	6,811	8,171
1939	90,054	6,982	16,700	41,544	5,287	5,971	7,361	6,209
1940	101,789	7,899	18,220	48,777	5,819	6,936	7,264	6,874
1943 ²	984	—	—	—	—	—	—	—
1946	77,742	6,388	14,376	37,070	3,717	5,140	5,194	5,857
1947	159,205	12,232	28,833	73,160	8,467	10,511	11,952	14,050
1948	145,655	11,142	26,266	67,000	8,190	9,562	10,959	12,536
1949	202,318	15,850	36,782	90,272	11,081	13,081	14,994	20,258
1950	324,903	25,767	57,643	142,972	16,921	19,184	25,908	36,508
COMMERCIAL VEHICLES								
1937	30,166	3,757	6,774	11,199	2,243	1,397	2,133	2,663
1939	24,693	2,386	4,629	8,631	1,483	2,970	2,929	1,665
1940	28,763	3,042	5,064	9,327	1,896	4,663	2,927	1,844
1943 ²	3,814	—	—	—	—	—	—	—
1946	42,302	4,463	7,243	15,710	2,722	4,588	4,236	3,340
1947	71,050	7,632	13,133	25,135	4,511	7,032	7,617	5,990
1948	75,645	7,070	14,510	27,472	4,751	7,274	7,889	6,679
1949	84,023	7,460	14,192	29,480	6,208	9,280	10,611	6,792
1950	104,792	8,508	18,335	37,272	6,681	12,222	13,375	8,399

1. Includes Newfoundland from April 1949.

2. Provincial figures not available for 1943.

Financing of Motor Vehicle Sales

Figures contained in this report cover the financing of used vehicle sales as well as that of new vehicles. In all, 364,681 vehicle sales were financed by sales finance and acceptance companies in 1950 to the extent of \$324,080,605. These figures were higher, by 56% in both number and amount, than the corresponding figures for 1949 when 232,988 vehicle sales were financed for \$219,184,030.

Financing of new passenger cars increased at a greater rate than did used car financing. There were 97,051 new passenger car sales financed for \$131,002,822 in 1950, 83% in number and 84% in value above the 1949 figures of 53,185 new cars with a financed value of \$71,044,324. Used passenger cars financed in 1950 numbered 189,635, a gain of 52% over the 124,595 used car sales financed in 1949.

Increases in new and used commercial vehicle financing, while smaller than in the passenger car field, were also substantial. New commercial vehicle sales financed in 1950 exceeded the number in 1949 by 35%, while the number of used commercial vehicles financed rose 48%.

Percentage Change in Number of Vehicle Sales Financed by Provinces, 1950/1949

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	+ 82.5	+35.1	+ 52.2	+ 47.8
Atlantic Provinces ¹	+ 74.9	+ 7.1	+ 82.2	+ 47.5
Quebec	+ 64.4	+35.1	+ 73.5	+ 46.6
Ontario	+ 70.5	+29.7	+ 33.3	+ 34.6
Manitoba	+123.2	+45.6	+ 95.4	+ 79.0
Saskatchewan	+132.4	+87.1	+132.2	+112.5
Alberta	+117.0	+43.6	+ 64.9	+ 47.9
British Columbia	+120.5	+28.3	+ 65.3	+ 47.8

1. Includes Newfoundland from April 1949.

Only slight increases over 1949 were recorded in the average amount of financing on new passenger car and commercial vehicle sales, while the average amount on used vehicles declined. The following table shows the average financed value by provinces for the years 1949 and 1950.

Average Financed Value of Motor Vehicles in Canada, by Provinces, 1949 and 1950

Province	New vehicles					
	Passenger			Commercial		
	1949	1950	% change	1949	1950	% change
	\$	\$		\$	\$	
Canada	1,336	1,350	+1.0	1,570	1,580	+0.6
Atlantic Provinces ¹	1,291	1,275	- 1.2	1,407	1,450	+3.1
Quebec	1,490	1,489	- 0.1	1,685	1,756	+4.2
Ontario	1,272	1,301	+2.3	1,518	1,517	- 0.1
Manitoba	1,310	1,315	+0.4	1,424	1,391	- 2.3
Saskatchewan	1,268	1,320	+4.1	1,389	1,402	+0.9
Alberta	1,270	1,338	+5.4	1,671	1,659	- 0.7
British Columbia	1,378	1,359	- 1.4	1,772	1,702	- 4.0
	Used vehicles					
	Passenger			Commercial		
	1949	1950	% change	1949	1950	% change
	\$	\$		\$	\$	
Canada	658	637	- 3.2	807	752	- 6.8
Atlantic Provinces ¹	617	571	- 7.5	687	619	- 9.9
Quebec	791	728	- 8.0	965	899	- 6.8
Ontario	607	601	- 1.0	703	697	- 0.9
Manitoba	651	638	- 2.0	763	686	- 10.1
Saskatchewan	708	626	- 11.6	753	655	- 13.0
Alberta	720	682	- 5.3	894	816	- 8.7
British Columbia	755	703	- 6.9	1,001	876	- 12.5

1. Includes Newfoundland from April 1949.

Sales and Financing of New Vehicles Compared

The proportion of new vehicle sales financed by sales finance and acceptance companies in 1950 was 31.5% as compared with 28.5% in 1949. Small increases were recorded for Eastern Canada with more substantial rises in Western Canada, particularly in Manitoba and Saskatchewan where the percentages of new vehicle sales financed to total sales rose from 22.3% and 19.2% in 1949 to 31.0% and 28.9% respectively.

In 1950, the highest proportion of new vehicle sales financed occurred in Quebec at 38%. In the Atlantic Provinces

and Alberta, 36% of sales were financed, while proportions in the other provinces ranged from 28% to 31%.

Financing statistics reported in this survey apply only to the activities of acceptance companies. They do not include the financing of motor vehicles through other sources, such as loans made by banks, insurance companies, or small loan companies, and used to purchase motor vehicles.

TABLE 5. Financing of Motor Vehicle Sales in Canada, by Months, 1950

Month	Total, passenger and commercial		Passenger cars		Commercial vehicles	
	Number	Amount of financing	Number	Amount of financing	Number	Amount of financing
		\$		\$		\$
TOTAL, NEW AND USED VEHICLES						
Annual Total	364,681	342,080,605	286,686	251,774,082	77,995	90,306,523
January	14,962	14,462,829	11,818	10,845,277	3,144	3,617,552
February	20,060	19,281,149	16,265	14,824,562	3,795	4,456,587
March	26,990	25,545,941	21,597	19,398,969	5,393	6,146,972
April	34,294	31,641,501	27,538	24,026,895	6,756	7,614,606
May	38,676	35,035,068	30,455	25,691,535	8,221	9,343,533
June	39,439	35,671,306	31,622	26,704,995	7,817	8,966,311
July	38,719	35,611,134	31,427	27,322,993	7,292	8,288,141
August	35,572	33,337,482	27,625	24,266,794	7,947	9,070,688
September	30,195	29,049,721	22,554	19,872,850	7,641	9,176,871
October	31,725	30,718,162	24,383	21,972,395	7,342	8,745,767
November	29,436	27,797,573	22,419	19,651,384	7,017	8,146,189
December	24,613	23,928,739	18,983	17,195,433	5,630	6,733,306
NEW VEHICLES						
Annual Total	135,304	191,434,712	97,051	131,002,822	38,253	60,431,890
January	6,180	8,502,313	4,596	6,123,066	1,584	2,379,247
February	8,097	11,193,538	6,257	8,294,810	1,840	2,898,728
March	10,575	14,497,668	7,878	10,406,563	2,697	4,091,105
April	12,250	16,856,412	9,058	11,998,844	3,192	4,857,568
May	13,503	18,502,851	9,588	12,477,090	3,915	6,025,761
June	13,832	19,444,114	10,113	13,475,708	3,719	5,968,406
July	14,255	20,044,603	10,628	14,409,239	3,627	5,635,364
August	13,284	18,800,187	9,157	12,478,254	4,127	6,321,933
September	11,341	16,650,123	7,425	10,238,468	3,916	6,411,655
October	11,868	17,544,983	8,238	11,612,626	3,630	5,932,357
November	10,904	15,806,139	7,476	10,321,448	3,428	5,484,691
December	9,215	13,591,781	6,637	9,166,706	2,578	4,425,075
USED VEHICLES						
Annual Total	229,377	150,645,893	189,635	120,771,260	39,742	29,874,633
January	8,782	5,960,516	7,222	4,722,211	1,560	1,238,305
February	11,963	8,087,611	10,008	6,529,752	1,955	1,557,859
March	16,415	11,048,273	13,719	8,992,406	2,696	2,055,867
April	22,044	14,785,089	18,480	12,028,051	3,564	2,757,038
May	25,173	16,532,217	20,867	13,214,445	4,306	3,317,772
June	25,607	16,227,192	21,509	13,229,287	4,098	2,997,905
July	24,464	15,566,531	20,799	12,913,754	3,665	2,652,777
August	22,288	14,537,295	18,468	11,788,540	3,820	2,748,755
September	18,854	12,399,598	15,129	9,634,382	3,725	2,765,216
October	19,857	13,173,179	16,145	10,359,769	3,712	2,813,410
November	18,532	11,991,434	14,943	9,329,936	3,589	2,661,498
December	15,398	10,336,958	12,346	8,028,727	3,052	2,308,231

TABLE 6. Financing of Motor Vehicle Sales in Canada, by Provinces, 1950

Province	Total, passenger and commercial			Passenger cars			Commercial vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$	\$		\$	\$		\$	\$
TOTAL, NEW AND USED VEHICLES									
Canada	364,681	342,080,605	938	286,686	251,774,082	878	77,995	90,306,523	1,158
Atlantic Provinces	33,512	28,524,488	851	24,878	20,465,418	823	8,634	8,059,070	933
Quebec	62,415	70,861,317	1,135	46,541	49,364,313	1,061	15,874	21,497,004	1,354
Ontario	156,933	133,197,547	849	131,995	105,977,626	803	24,938	27,219,921	1,092
Manitoba	17,918	16,683,035	931	13,131	11,686,179	890	4,787	4,996,856	1,044
Saskatchewan	20,103	19,279,354	959	13,417	12,155,231	906	6,686	7,124,123	1,066
Alberta	35,417	35,741,156	1,009	24,973	22,704,547	909	10,444	13,036,609	1,248
British Columbia	38,383	37,793,708	985	31,751	29,420,768	927	6,632	8,372,940	1,263
NEW VEHICLES									
Canada	135,304	191,434,712	1,415	97,051	131,002,822	1,350	38,253	60,431,890	1,580
Atlantic Provinces	12,160	16,077,979	1,322	8,896	11,344,986	1,275	3,264	4,732,993	1,450
Quebec	28,804	45,133,994	1,567	20,365	30,318,250	1,489	8,439	14,815,744	1,756
Ontario	50,039	67,709,278	1,353	38,047	49,517,436	1,301	11,992	18,191,842	1,517
Manitoba	7,319	9,809,023	1,340	4,889	6,429,651	1,315	2,430	3,379,372	1,391
Saskatchewan	9,076	12,284,218	1,353	5,405	7,135,830	1,320	3,671	5,148,388	1,402
Alberta	13,982	20,430,084	1,461	8,630	11,550,636	1,338	5,352	8,879,448	1,659
British Columbia	13,924	19,990,136	1,436	10,819	14,706,033	1,359	3,105	5,284,103	1,702
USED VEHICLES									
Canada	229,377	150,645,893	657	189,635	120,771,260	637	39,742	29,874,633	752
Atlantic Provinces	21,352	12,446,509	583	15,982	9,120,432	571	5,370	3,326,077	619
Quebec	33,611	25,727,323	765	26,176	19,046,063	728	7,435	6,681,260	899
Ontario	106,894	65,488,269	613	93,948	56,460,190	601	12,946	9,028,079	697
Manitoba	10,599	6,874,012	649	8,242	5,256,528	638	2,357	1,617,484	686
Saskatchewan	11,027	6,995,136	634	8,012	5,019,401	626	3,015	1,975,735	655
Alberta	21,435	15,311,072	714	16,343	11,153,911	682	5,092	4,157,161	816
British Columbia	24,459	17,803,572	728	20,932	14,714,735	703	3,527	3,088,837	876

TABLE 7. Number of Motor Vehicles Financed, by Provinces and Months, 1950

Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
NEW PASSENGER CARS								
Annual Total.....	97,051	8,896	20,365	38,047	4,889	5,405	8,630	10,819
January	4,596	335	1,069	2,150	186	150	305	401
February	6,257	516	1,457	2,812	263	204	448	557
March	7,878	721	1,558	3,079	439	424	728	929
April	9,058	815	2,106	3,493	525	496	737	886
May	9,588	1,110	1,942	3,866	408	508	748	1,006
June	10,113	1,029	2,120	4,013	538	516	844	1,053
July	10,628	1,018	2,278	4,090	512	521	925	1,284
August	9,157	876	1,837	3,304	386	508	868	1,378
September	7,425	662	1,644	2,823	338	395	558	1,005
October	8,238	682	1,509	3,226	480	596	782	963
November	7,476	586	1,405	2,851	431	626	847	730
December	6,637	546	1,440	2,340	383	461	840	627
NEW COMMERCIAL VEHICLES								
Annual Total.....	38,253	3,264	8,439	11,992	2,430	3,671	5,352	3,105
January	1,584	159	287	638	103	79	219	99
February	1,840	187	413	662	88	84	243	163
March	2,697	265	572	896	125	179	411	249
April	3,192	290	881	942	184	283	384	228
May	3,915	420	1,070	1,171	179	354	444	277
June	3,719	355	879	1,319	208	300	378	280
July	3,627	313	808	1,152	244	356	472	282
August	4,127	308	808	1,076	317	595	668	355
September	3,916	225	771	1,300	253	459	622	286
October	3,630	248	705	1,103	295	396	525	358
November	3,428	289	685	1,038	249	326	552	289
December	2,578	205	560	695	185	260	434	239
USED PASSENGER CARS								
Annual Total.....	189,635	15,982	26,176	93,948	8,242	8,012	16,343	20,932
January	7,222	514	906	4,386	264	128	376	648
February	10,008	767	1,356	5,367	355	205	827	1,131
March	13,719	1,152	1,809	6,642	619	431	1,307	1,759
April	18,480	1,545	3,028	9,078	804	717	1,543	1,765
May	20,867	1,892	3,185	10,559	709	980	1,595	1,947
June	21,509	1,899	3,002	10,893	991	912	1,754	2,058
July	20,799	1,591	2,779	10,653	974	814	1,713	2,275
August	18,468	1,543	2,459	8,610	800	843	1,760	2,453
September	15,129	1,174	2,003	7,391	609	612	1,346	1,994
October	16,145	1,263	2,062	8,018	815	839	1,353	1,795
November	14,943	1,362	1,887	7,084	735	877	1,370	1,628
December	12,346	1,280	1,700	5,267	567	654	1,399	1,479
USED COMMERCIAL VEHICLES								
Annual Total.....	39,742	5,370	7,435	12,946	2,357	3,015	5,092	3,527
January	1,560	213	305	609	96	58	159	120
February	1,955	299	377	720	95	53	227	184
March	2,696	365	431	936	123	147	389	305
April	3,564	435	823	1,109	200	224	466	307
May	4,306	641	958	1,351	196	322	504	334
June	4,098	579	783	1,490	235	262	432	317
July	3,665	502	676	1,219	196	273	434	365
August	3,820	511	623	1,173	246	319	507	341
September	3,725	487	658	1,116	267	349	522	326
October	3,712	485	636	1,233	242	333	434	349
November	3,589	444	577	1,124	270	316	554	304
December	3,052	409	588	866	191	259	464	275

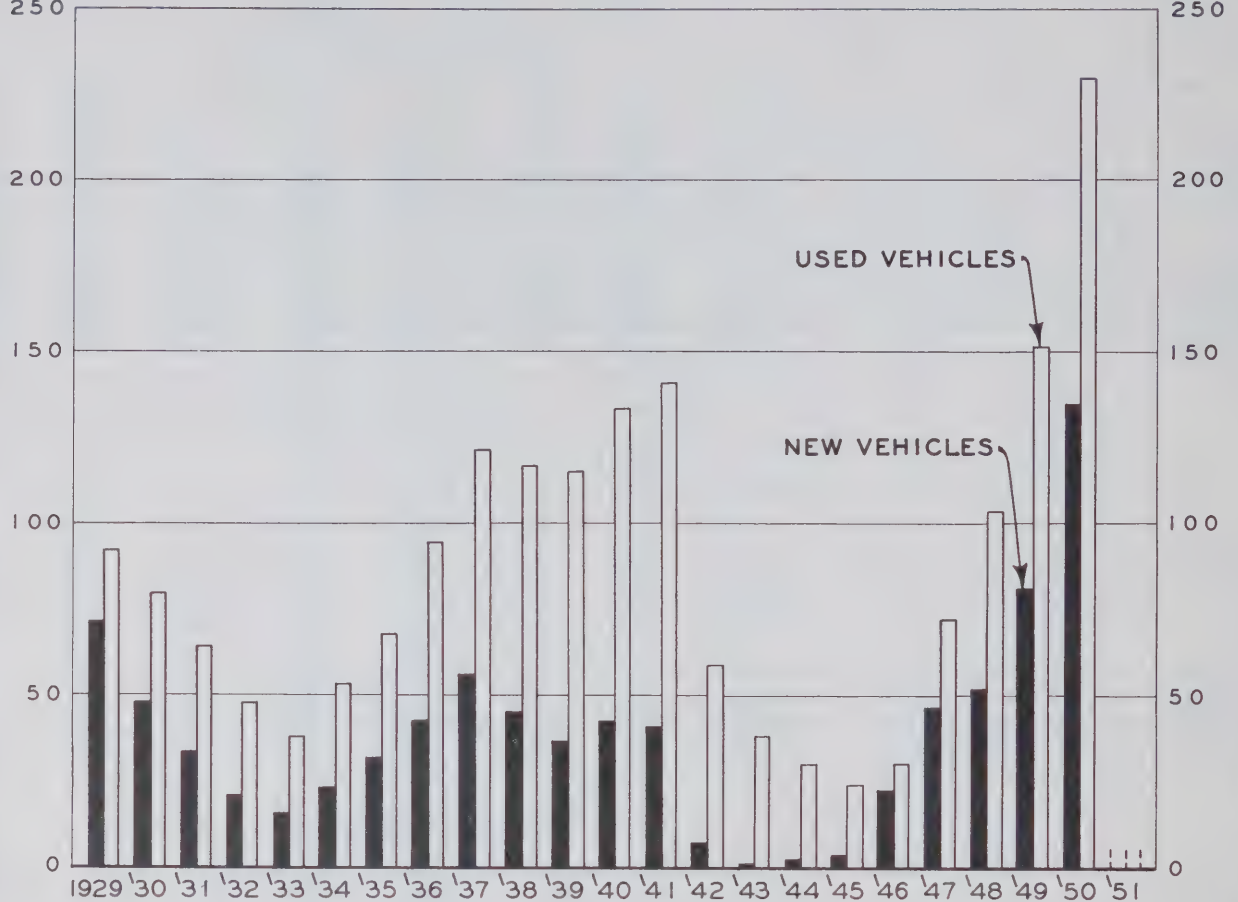
CHART 2.

NUMBER OF MOTOR VEHICLE SALES FINANCED

1929 — 1950

THOUSANDS
OF VEHICLES
250

THOUSANDS
OF VEHICLES
250



PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT
100

PER CENT
100

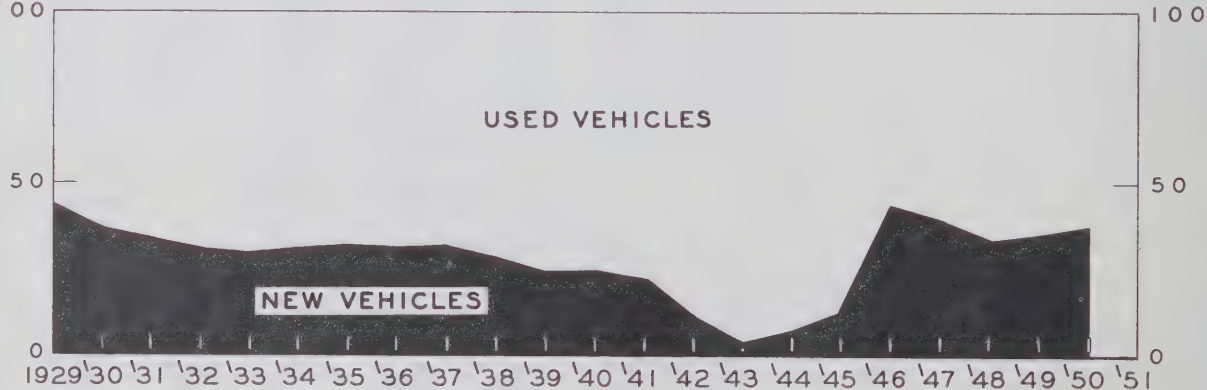


TABLE 8. Annual Financing of Motor Vehicle Sales in Canada, 1929-1950

Year	Total, new and used vehicles			New vehicles			Used vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$	\$		\$	\$		\$	\$
1929	164,131	88,165,531	537	71,582	48,104,523	672	92,549	40,061,008	433
1930	128,314	62,978,174	491	47,961	28,610,731	597	80,353	34,367,443	428
1931	98,623	41,941,254	425	33,988	20,869,547	614	64,635	21,071,707	326
1932	69,291	25,864,873	373	21,293	12,741,179	598	47,998	13,123,694	273
1933	54,238	20,158,788	372	15,880	10,030,368	632	38,358	10,128,420	264
1934	76,170	30,091,463	395	23,264	16,364,735	703	52,906	13,726,728	259
1935	100,178	40,251,521	402	31,950	22,410,656	701	68,228	17,840,865	261
1936	137,514	54,859,812	399	42,863	29,887,861	697	94,651	24,971,951	264
1937	177,898	75,850,173	426	56,247	40,664,675	723	121,651	35,185,498	289
1938	162,703	69,685,853	428	45,267	33,791,624	745	117,436	35,984,229	306
1939	153,107	62,768,746	410	37,320	27,852,627	746	115,787	34,916,119	302
1940	176,578	75,235,793	426	42,982	33,473,397	779	133,596	41,762,396	313
1941	182,419	84,716,783	464	41,032	34,887,591	850	141,387	49,829,192	352
1942	66,310	24,596,915	371	7,398	6,207,111	839	58,912	18,389,804	312
1943	39,573	14,892,566	376	1,077	1,254,878	1,165	38,496	13,637,688	354
1944	32,970	14,570,937	442	2,371	2,827,396	1,235	30,599	11,643,541	381
1945	27,986	14,437,182	516	3,630	4,934,456	1,359	24,356	9,502,726	390
1946	53,393	41,586,565	779	22,866	27,978,992	1,224	30,527	13,607,573	446
1947	118,867	108,744,758	915	46,700	65,422,230	1,401	72,167	43,322,528	600
1948	155,634	144,955,013	931	51,867	73,805,672	1,423	103,767	71,149,341	686
1949	232,988	219,184,030	941	81,502	115,511,459	1,417	151,486	103,672,571	684
1950	364,681	342,080,605	938	135,304	191,434,712	1,415	229,377	150,645,893	657

TABLE 9. Number of Motor Vehicles Financed in Canada, by Provinces, 1936-1950

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
NEW VEHICLES								
1936	42,863	2,804	8,060	19,799	5,034		3,942	3,226
1938	45,267	2,878	8,610	19,209	6,542		5,232	2,796
1940	42,982	2,864	7,544	16,486	8,596		4,825	2,667
1943	1,077	96	224	304	138		229	86
1944	2,371	298	532	528	290		530	193
1945	3,630	409	815	949	571		605	281
1946	22,866	2,117	4,712	9,416	1,281	1,373	2,289	1,678
1947	46,700	4,345	10,944	17,830	2,700	2,649	4,262	3,970
1948	51,867	4,993	12,955	20,322	2,506	2,528	4,290	4,273
1949	81,502	8,134	18,632	31,558	3,859	4,288	7,704	7,327
1950	135,304	12,160	28,804	50,039	7,319	9,076	13,982	13,924
1948								
Passenger	29,923	2,510	7,164	12,927	1,524	1,322	2,139	2,337
Commercial	21,944	2,483	5,791	7,395	982	1,206	2,151	1,936
1949								
Passenger	53,185	5,086	12,387	22,313	2,190	2,326	3,977	4,906
Commercial	28,317	3,048	6,245	9,245	1,669	1,962	3,727	2,421
1950								
Passenger	97,051	8,896	20,365	38,047	4,889	5,405	8,630	10,819
Commercial	38,253	3,264	8,439	11,992	2,430	3,671	5,352	3,105
USED VEHICLES								
1936	94,651	6,350	14,635	48,180	9,401		7,132	8,953
1938	117,436	8,114	18,136	57,838	13,157		9,929	10,262
1940	133,596	10,228	18,333	63,387	17,647		11,935	12,066
1943	38,496	1,227	3,881	19,555	4,930		4,258	4,645
1944	30,599	634	3,507	17,159	2,602		2,731	3,966
1945	24,356	540	3,608	13,679	1,717		2,032	2,780
1946	30,527	1,234	4,932	17,664	1,192	841	2,376	2,288
1947	72,167	4,037	11,184	39,473	3,263	2,031	5,291	6,888
1948	103,767	6,344	13,778	58,174	3,832	2,402	8,193	11,044
1949	151,486	12,412	20,156	80,114	5,535	4,869	13,352	15,048
1950	229,377	21,352	33,611	106,894	10,599	11,027	21,435	24,459
1948								
Passenger	83,323	3,992	9,621	50,591	2,841	1,494	5,831	8,953
Commercial	20,444	2,352	4,157	7,583	991	908	2,362	2,091
1949								
Passenger	124,595	8,772	15,086	70,498	4,218	3,450	9,909	12,662
Commercial	26,891	3,640	5,070	9,616	1,317	1,419	3,443	2,386
1950								
Passenger	189,635	15,982	26,176	93,948	8,242	8,012	16,343	20,932
Commercial	39,742	5,370	7,435	12,946	2,357	3,015	5,092	3,527

1. Includes Newfoundland from April 1949.

CHART 3.

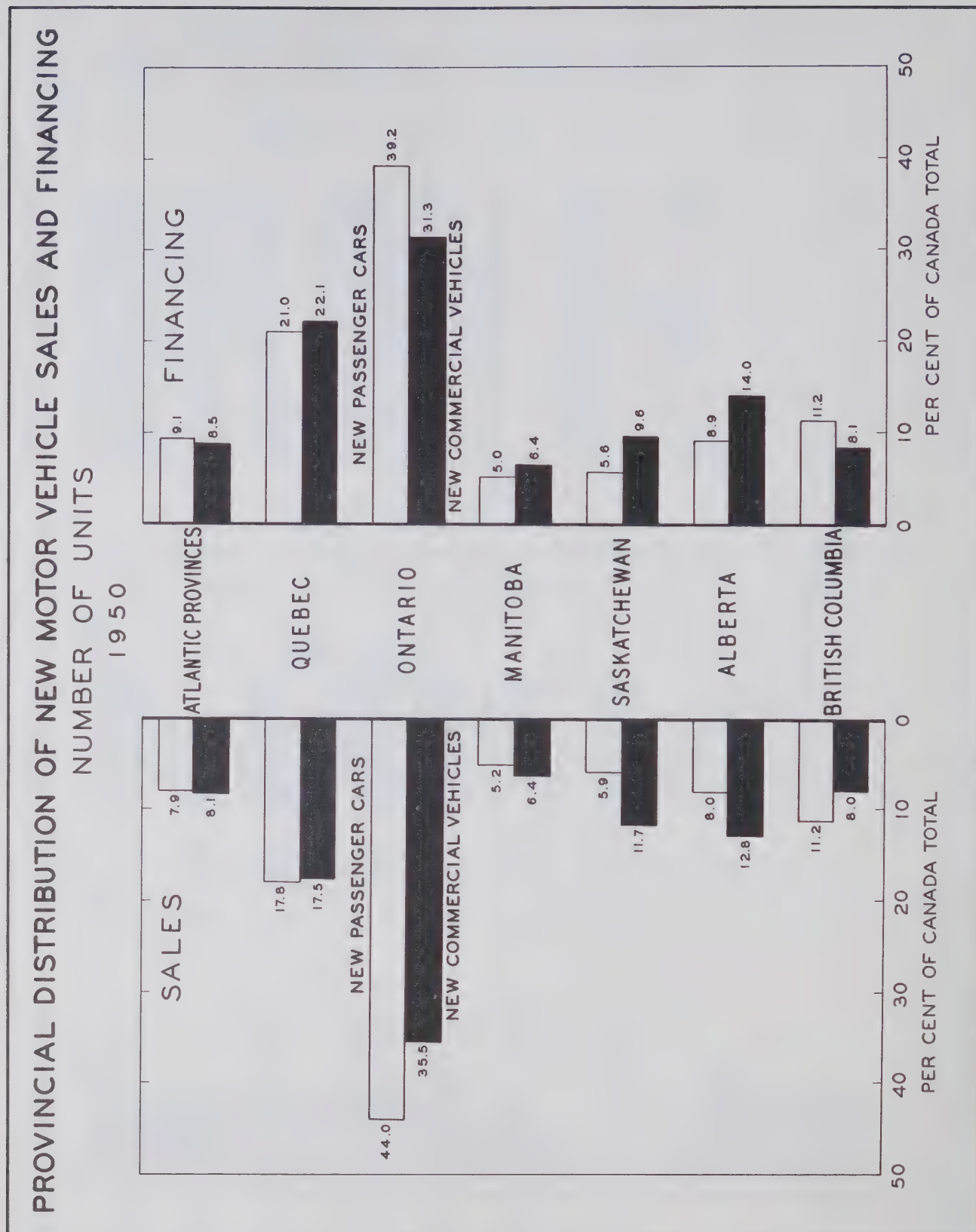


TABLE 10. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1950

Province	Sales of new vehicles		Financing of sales of new vehicles			
	Number	Retail value	Number	% of total number sold	Amount of financing	% of value of total number sold
		\$			\$	
TOTAL VEHICLES						
Canada	429,695	885,669,039	135,304	31.5	191,434,712	21.6
Atlantic Provinces	34,275	66,992,319	12,160	35.5	16,077,979	24.0
Quebec	75,978	162,982,208	28,804	37.9	45,133,994	27.7
Ontario	180,244	374,932,727	50,039	27.8	67,709,278	18.1
Manitoba	23,602	48,333,648	7,319	31.0	9,809,023	20.3
Saskatchewan	31,406	62,841,940	9,076	28.9	12,284,218	19.5
Alberta	39,283	80,157,037	13,982	35.6	20,430,084	25.5
British Columbia	44,907	89,429,160	13,924	31.0	19,990,136	22.4
PASSENGER CARS						
Canada	324,903	661,673,944	97,051	29.9	131,002,822	19.8
Atlantic Provinces	25,767	50,500,906	8,896	34.5	11,344,986	22.5
Quebec	57,643	119,475,636	20,365	35.3	30,318,250	25.4
Ontario	142,972	295,112,409	38,047	26.6	49,517,436	16.8
Manitoba	16,921	34,378,687	4,889	28.9	6,429,651	18.7
Saskatchewan	19,184	39,313,075	5,405	28.2	7,135,830	18.2
Alberta	25,908	53,128,366	8,630	33.3	11,550,636	21.7
British Columbia	36,508	69,764,865	10,819	29.6	14,706,033	21.1
COMMERCIAL VEHICLES						
Canada	104,792	223,995,095	38,253	36.5	60,431,890	27.0
Atlantic Provinces	8,508	16,491,413	3,264	38.4	4,732,993	28.7
Quebec	18,335	43,506,572	8,439	46.0	14,815,744	34.1
Ontario	37,272	79,820,318	11,992	32.2	18,191,842	22.8
Manitoba	6,681	13,954,961	2,430	36.4	3,379,372	24.2
Saskatchewan	12,222	23,528,865	3,671	30.0	5,148,388	21.9
Alberta	13,375	27,028,671	5,352	40.0	8,879,448	32.9
British Columbia	8,399	19,664,295	3,105	37.0	5,284,103	26.9

TABLE 11. Sales and Financing of New Motor Vehicles in Canada Compared, 1932-1950

Year	Sales of new vehicles		Financing of new vehicle sales			
	Number	Retail value	Number	% of total number sold	Amount of financing	% of value of total number sold
		\$			\$	
1932	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933	45,332	45,540,230	15,880	35.0	10,030,368	22.1
1934	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936	113,314	117,582,796	42,863	37.8	29,887,861	25.4
1937	144,441	149,170,527	56,247	38.9	40,664,675	27.3
1938	121,165	135,011,908	45,267	37.4	33,701,624	25.0
1939	114,747	125,967,521	37,320	32.5	27,852,627	22.1
1940	130,552	148,845,278	42,982	32.9	33,473,397	22.5
1941	118,073	151,868,905	41,032	34.8	34,887,591	23.0
1942	30,356	42,879,522	7,398	24.4	6,207,111	14.5
1943	4,798	7,557,360	1,077	22.4	1,254,878	16.6
1944	11,670 ¹	—	2,371	20.3	2,927,396	—
1945	24,356 ¹	—	3,630	14.9	4,934,456	—
1946	120,044	193,329,005	22,866	19.0	27,978,992	14.5
1947	230,255	416,237,495	46,700	20.3	65,422,230	15.7
1948	221,300	439,216,988	51,867	23.4	73,805,672	16.8
1949	286,341	588,724,685	81,502	28.5	115,511,459	19.6
1950	429,695	885,669,039	135,304	31.5	191,434,712	21.6

1. Releases from reserve pool.

CHART 4.

NEW MOTOR VEHICLES SALES AND FINANCING 1932 — 1950

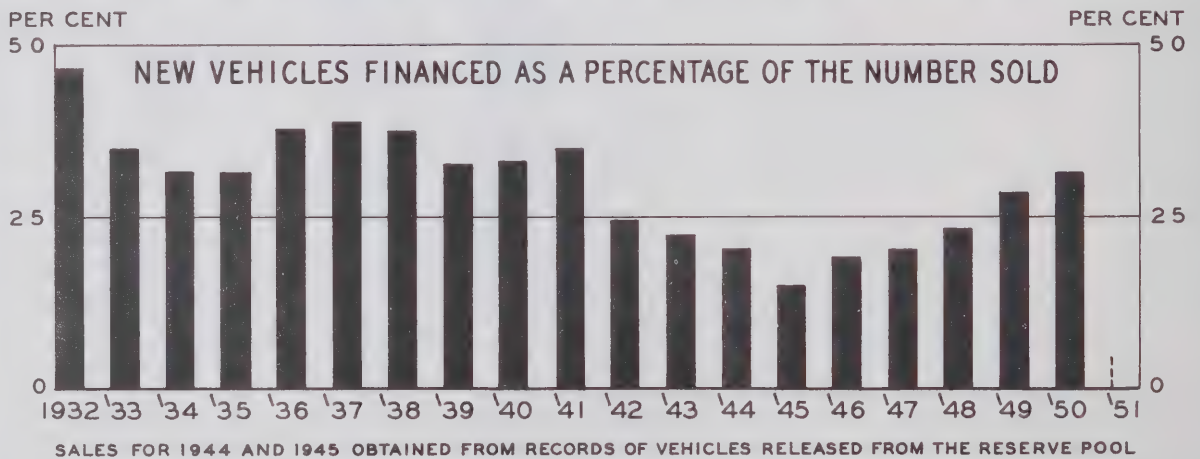
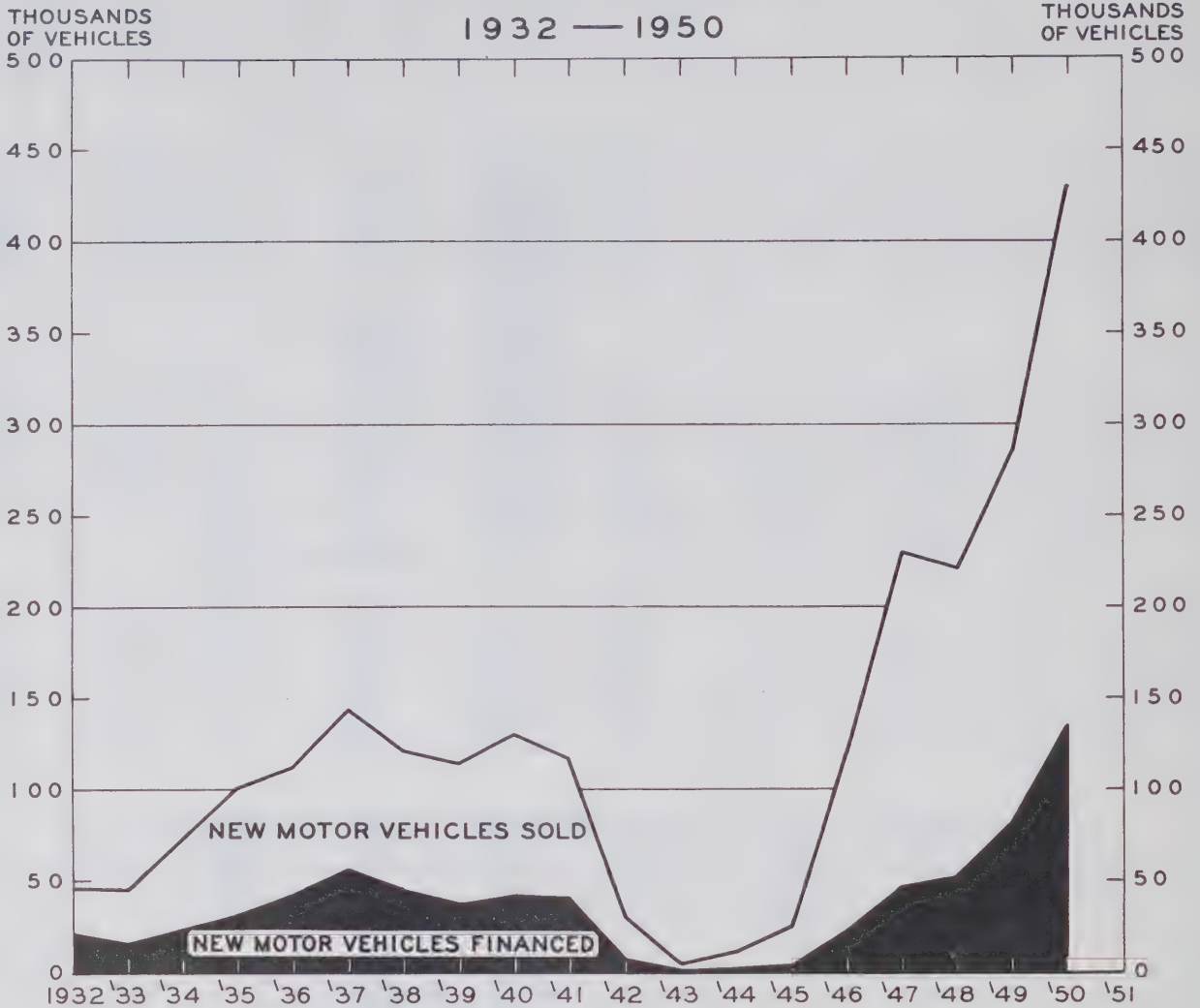
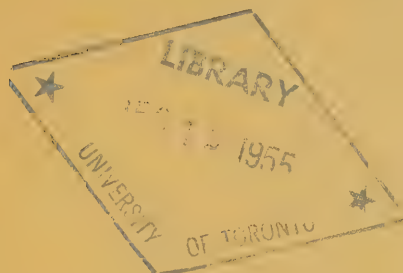


TABLE 12. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and Months, 1950

Month	Canada			Atlantic Provinces			Quebec			Ontario		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual Total.....	429,695	135,304	31.5	34,275	12,160	35.5	75,978	28,804	37.9	180,244	50,039	27.8
January	26,998	6,180	22.9	2,213	494	22.3	4,970	1,356	27.3	12,604	2,788	22.1
February	30,000	8,097	27.0	2,281	703	30.8	4,947	1,870	37.8	13,133	3,474	26.5
March	35,324	10,575	29.9	3,352	986	29.4	5,975	2,130	35.6	13,428	3,975	29.6
April	37,084	12,250	33.0	3,165	1,105	34.9	6,662	2,987	44.8	16,368	4,435	27.1
May	40,645	13,503	33.2	3,624	1,530	42.2	7,753	3,012	38.8	16,750	5,037	30.1
June	45,895	13,832	30.1	3,724	1,384	37.2	8,719	2,999	34.4	18,305	5,332	29.1
July	43,914	14,255	32.5	3,423	1,331	38.9	7,945	3,086	38.8	17,854	5,242	29.4
August	32,900	13,284	40.4	2,269	1,184	52.2	5,457	2,645	48.5	13,978	4,380	31.3
September	39,044	11,341	29.0	3,230	887	27.5	6,303	2,415	38.3	15,858	4,123	26.0
October	35,811	11,868	33.1	2,657	930	35.0	6,207	2,214	35.7	14,859	4,329	29.1
November	32,752	10,904	33.3	1,909	875	45.8	5,419	2,090	38.6	15,021	3,889	25.9
December	29,328	9,215	31.4	2,428	751	30.9	5,621	2,000	35.6	12,086	3,035	25.1
	Manitoba			Saskatchewan			Alberta			British Columbia		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual Total	23,602	7,319	31.0	31,406	9,076	28.9	39,283	13,982	35.6	44,907	13,924	31.0
January	1,207	289	23.9	1,551	229	14.8	1,990	524	26.3	2,463	500	20.3
February	1,633	351	21.5	1,751	288	16.4	2,881	691	24.0	3,374	720	21.3
March	2,281	564	24.7	3,674	603	16.4	3,436	1,139	33.1	3,178	1,178	37.1
April	2,051	709	34.6	2,280	779	34.2	3,291	1,121	34.1	3,267	1,114	34.1
May	1,864	587	31.5	2,941	862	29.3	3,572	1,192	33.4	4,141	1,283	31.0
June	2,766	746	27.0	3,260	816	25.0	4,133	1,222	29.6	4,988	1,333	26.7
July	2,447	756	30.9	3,153	877	27.8	4,049	1,397	34.5	5,043	1,566	31.1
August	1,789	703	39.3	2,559	1,103	43.1	2,935	1,536	52.3	3,913	1,733	44.3
September	2,139	591	27.6	3,375	854	25.3	3,627	1,180	32.5	4,512	1,291	28.6
October	2,048	775	37.8	2,815	992	35.2	3,670	1,307	35.6	3,555	1,321	37.2
November	1,917	680	35.5	2,111	952	45.1	3,065	1,399	45.6	3,310	1,019	30.8
December	1,460	568	38.9	1,936	721	37.2	2,634	1,274	48.4	3,163	866	27.4

GOVERNMENT OF CANADA

NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
1951



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MOTOR VEHICLE FINANCING
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Ottawa

NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 4 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries; **Volume II**—Manufacturing; **Volume III**—Construction; **Volume IV**—Merchandising and Services.

Volume IV consists of the following parts with individual trade reports listed under each:

Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢.
- B — Operating Results of Food Wholesalers, 25¢.
- C — Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- D — Operating Results of Miscellaneous Wholesalers, (Automotive parts and accessories, drugs, hardware, plumbing and heating equipment), 25¢.

Part II — Retail Statistics

- E — General Review, 25¢.
- F — Retail Trade, 25¢.
- G — Retail Chain Stores, 25¢.
- H — Operating Results of Chain Food Stores, 25¢.
- I — Operating Results of Chain Clothing Stores, 25¢.
- J — Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- *K — Operating Results of Retail Food Stores, 25¢.
- *L — Operating Results of Retail Clothing Stores, 25¢.
- *M — Operating Results of Retail Hardware, Furniture, Appliance and Radio Stores, 25¢.
- *N — Operating Results of Filling Stations and Garages, 25¢.
- *O — Operating Results of Miscellaneous Retail Stores, 25¢.
- P — Retail Consumer Credit, 25¢.

Part III — Service and Special Fields

- Q — Laundries, Cleaners and Dryers, 25¢.
- R — Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S — Hotels, 25¢.
- T — Sales Financing, 25¢.
- U — Farm Implement and Equipment Sales, 25¢.
- V — New Motor Vehicle Sales and Motor Vehicle Financing 25¢.
- W — Advertising Agencies (Memorandum) 25¢.

The reports are punched to permit of filing in a ring binder.

* Biennial reports — not issued for 1951.

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NOTES

This bulletin summarizes the statistics published in the monthly series and contains revised figures for 1951.

RETAIL VALUE

The price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Duty is included in the retail value of imported vehicles. Freight charges from the factory to place of purchase are excluded.

COMMERCIAL VEHICLES

A term which is used for convenience in this report and is synonymous with the term "trucks and buses", which was used in previous reports. Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

AMOUNT OF FINANCING

The deferred portion of the purchase price together with finance charges and insurance.

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING, 1951

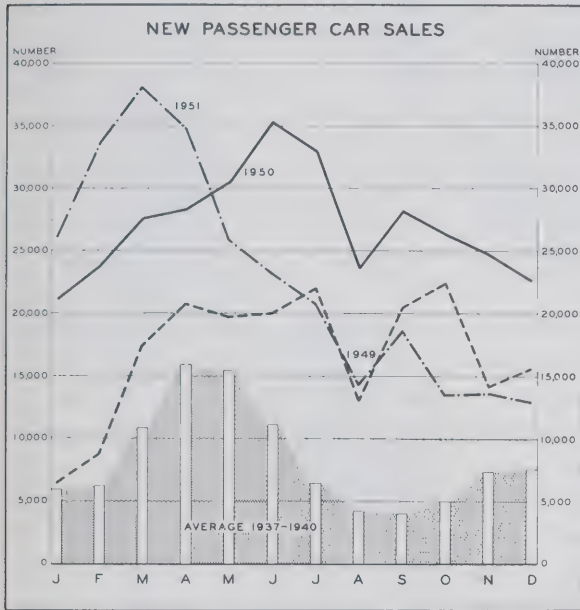
New Motor Vehicle Sales

The upward trend in sales of new passenger cars which prevailed during 1950, continued during the first four months of 1951. Starting in May, however, sales began to decline and this trend continued for the balance of the year. Total units sold during 1951 numbered 275,686, a decrease of 15% from the 324,903 cars sold during 1950.

British passenger car sales declined rapidly in 1951 and accounted for only 8% of the total number of all passenger cars sold as compared with 20% in 1950.

Sales of new motor vehicles continued to drop in the first quarter of 1952. There were 54,775 passenger cars sold during this period, 44% lower than in the first three months of 1951.

The following chart shows the trend of monthly sales in each of the last three years. Although sales increased in the early months of 1951, they fell off rapidly during the balance of the year.



Commercial vehicle sales continued at a record peak in 1951. Sales of commercial vehicles represented 29% of all vehicle sales in 1951 as compared with 24% of the total in 1950.

Total sales of new motor vehicles, passenger and commercial combined, numbered 385,648 units with a retail value of \$950,159,511 in 1951, 9% lower in number and 7% greater in dollar value than the 429,695 new vehicles which sold for \$885,669,039 in 1950.

There were only slight variations in provincial distribution of passenger car sales between 1950 and 1951. British Columbia sales were lower in proportion to the total, 9% in 1951 compared with 11% in 1950, while Quebec accounted for a higher proportion, 19% in 1951 compared with 18% in 1950. The prairie provinces also made slight proportionate gains.

Percentage Distribution of New Motor Vehicles Sold, by Provinces, 1950 and 1951

Province	Passenger cars		Commercial vehicles	
	1950	1951	1950	1951
	%	%	%	%
Canada	100.0	100.0	100.0	100.0
Atlantic Provinces	7.9	7.0	8.1	8.1
Quebec	17.8	19.1	17.5	18.4
Ontario	44.0	44.1	35.5	34.3
Manitoba	5.2	6.1	6.4	6.2
Saskatchewan	5.9	6.5	11.7	11.3
Alberta	8.0	8.1	12.8	13.2
British Columbia	11.2	9.1	8.0	8.5

All provinces registered decreases in percentage change in the number of passenger cars sold in 1951 compared with 1950. The greatest declines occurred in British Columbia and the Atlantic Provinces where sales dropped 31% and 26% respectively from the 1950 level.

In the commercial vehicle field, slight gains were registered in all provinces. British Columbia and Quebec showed the greatest increases, 11% and 10% respectively over 1950.

The following table shows percentage increases for 1951 over 1950 in the number of passenger and commercial vehicles sold.

Percentage Change in Number of Vehicles Sold, by Provinces, 1951/1950

Province	Passenger cars	Commercial vehicles
	%	%
Canada	- 15.1	+ 4.9
Atlantic Provinces	- 25.6	+ 4.3
Quebec	- 4.8	+10.3
Ontario	- 15.0	+ 1.4
Manitoba	- 1.5	+ 2.0
Saskatchewan	- 6.1	+ 1.5
Alberta	- 13.4	+ 8.5
British Columbia	- 31.2	+11.3

Combined sales of trucks and buses totalled 109,962 in 1951, a gain of 5% over the 104,792 new commercial vehicles sold in 1950. Bus sales are combined with truck sales in the main tables of this report, but separate figures for buses are given in the following table. Sales of buses decreased 19% in 1951, deliveries being much lower in the last eight months of the year, particularly in the Western provinces.

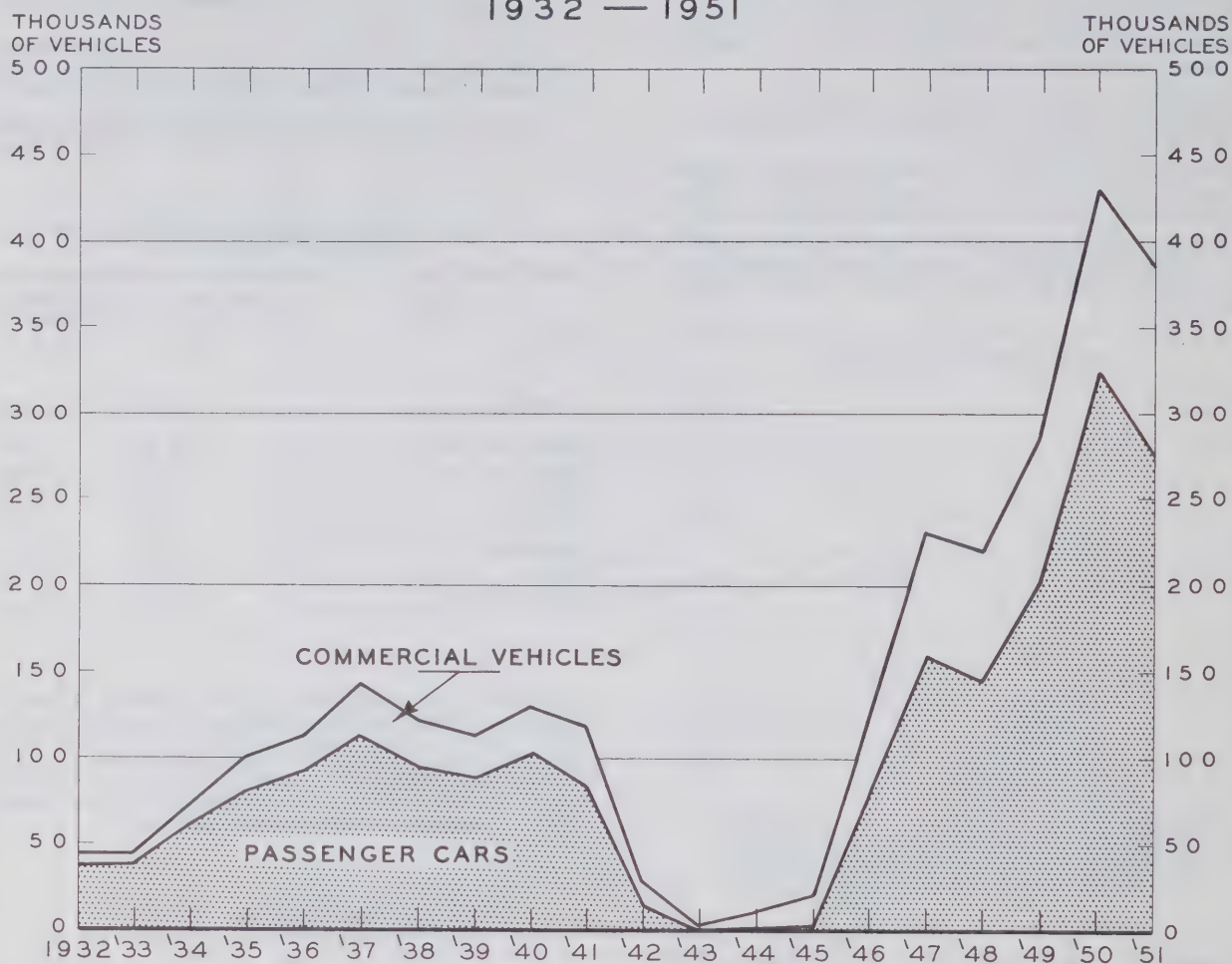
Sales of Buses in Canada, 1950 and 1951

Month and province	1950		1951	
	Number	Retail value	Number	Retail value
	\$			
	By Months			
Annual total	779	13, 893, 279	632	11, 734, 994
January	36	724, 358	44	794, 726
February	33	628, 869	60	1, 040, 374
March	35	580, 516	64	1, 190, 053
April	45	738, 347	61	1, 131, 297
May	71	1, 243, 798	31	456, 243
June	133	2, 643, 164	65	1, 138, 111
July	60	1, 019, 969	57	1, 088, 665
August	108	1, 735, 276	52	757, 102
September	87	1, 458, 265	60	1, 430, 986
October	52	941, 893	44	831, 635
November	61	1, 177, 526	48	983, 993
December	58	1, 001, 298	46	891, 809
	By Provinces			
Canada	779	13, 893, 279	632	11, 734, 994
Atlantic Provinces ...	24	340, 008	25	349, 243
Quebec	260	4, 464, 269	225	4, 508, 092
Ontario	230	3, 589, 175	229	3, 797, 671
Manitoba	65	1, 277, 860	41	710, 420
Saskatchewan	19	407, 973	16	405, 257
Alberta	52	1, 005, 698	21	403, 677
British Columbia	129	2, 808, 296	75	1, 560, 634

CHART I.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1932 — 1951



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

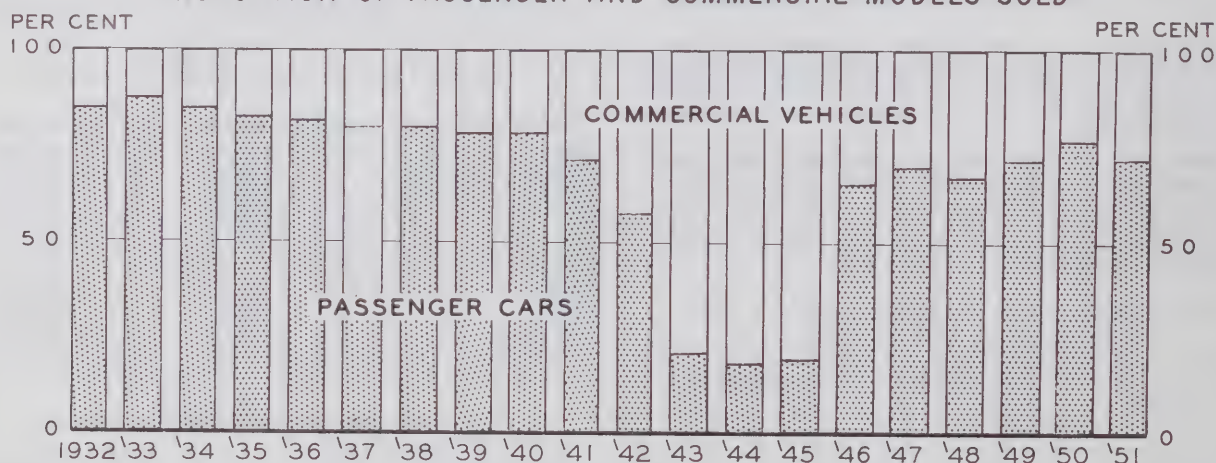


TABLE 1. New Motor Vehicles Sold in Canada, by Provinces and Months, 1951

Month	New-found-land	Prince Edward Island	Nova Scotia	New-Brunswick	Quebec	Ontario	Mani-toba	Saskat-chewan	Alberta	British Columbia	Canada	
											Number	Retail value
	\$											
	Total Vehicles											
Annual total	3,088	1,971	12,069	10,922	73,002	159,271	23,481	30,424	36,958	34,462	385,648	950,159,511
January	228	179	1,172	916	6,323	14,144	1,733	2,247	3,361	3,421	33,724	76,647,603
February	136	170	1,293	986	6,859	20,596	2,197	2,376	4,126	4,837	43,576	101,020,152
March	315	163	1,627	1,596	9,001	22,611	2,832	2,943	4,297	4,227	49,612	116,906,852
April.....	343	288	1,553	1,357	9,959	18,556	2,785	3,166	3,923	4,250	46,180	114,159,137
May	358	234	1,299	1,099	7,433	14,854	2,343	2,774	3,143	2,908	36,445	92,670,032
June	335	135	945	960	5,772	13,701	2,047	3,141	3,175	2,469	32,680	83,749,780
July	324	171	826	877	5,674	11,071	1,933	2,825	3,120	2,439	29,260	74,538,594
August	241	123	692	624	4,927	7,736	1,507	1,835	2,046	1,900	21,631	55,081,235
September	330	190	826	772	5,300	10,097	1,859	3,092	3,196	2,334	27,996	70,835,517
October	140	93	690	708	4,680	9,155	1,513	1,796	2,168	1,858	22,801	58,049,088
November.....	190	140	620	581	3,915	8,910	1,411	2,053	2,161	1,955	21,936	55,628,780
December.....	148	85	526	446	3,159	7,840	1,321	2,176	2,242	1,864	19,807	50,872,741
	Passenger Cars											
	2,020	1,219	8,527	7,410	52,786	121,479	16,668	18,013	22,448	25,116	275,686	683,182,846
January	161	118	909	692	4,780	11,288	1,371	1,600	2,317	2,849	26,085	59,093,345
February	111	107	964	741	5,428	16,419	1,648	1,590	2,758	3,921	33,687	78,874,505
March	243	102	1,300	1,200	6,925	17,970	2,148	1,972	2,939	3,237	38,036	90,013,291
April.....	260	195	1,164	974	7,660	14,857	1,987	1,969	2,595	3,286	34,947	88,286,551
May	235	151	925	751	5,238	11,286	1,653	1,597	1,890	2,105	25,831	67,138,598
June	205	86	615	594	3,992	10,355	1,461	1,948	2,066	1,711	23,033	59,780,450
July	217	102	585	595	4,053	8,498	1,468	1,607	1,881	1,703	20,709	53,060,311
August	154	79	464	369	3,514	5,893	907	845	1,088	1,164	14,477	36,659,335
September	202	113	529	478	3,662	7,383	1,275	1,657	1,678	1,605	18,582	47,325,427
October	71	48	377	410	3,035	6,074	956	701	835	1,083	13,590	34,868,995
November.....	90	65	359	319	2,471	6,161	895	1,174	1,040	1,200	13,774	35,169,160
December.....	71	53	336	287	2,028	5,295	899	1,353	1,361	1,252	12,935	32,912,878
	Commercial Vehicles											
	1,068	752	3,542	3,512	20,216	37,792	6,813	12,411	14,510	9,346	109,962	266,976,665
January	67	61	263	224	1,543	2,856	362	647	1,044	572	7,639	17,554,258
February	25	63	329	245	1,431	4,177	549	786	1,368	916	9,889	22,145,647
March	72	61	327	396	2,076	4,641	684	971	1,358	990	11,576	26,893,561
April.....	83	93	389	383	2,299	3,699	798	1,197	1,328	964	11,233	25,872,586
May	123	83	374	348	2,195	3,568	690	1,177	1,253	803	10,614	25,531,434
June	130	49	330	366	1,780	3,346	586	1,193	1,109	758	9,647	23,969,330
July	107	69	241	282	1,621	2,573	465	1,218	1,239	736	8,551	21,478,283
August	87	44	228	255	1,413	1,843	600	990	958	736	7,154	18,421,900
September	128	77	297	294	1,638	2,714	584	1,435	1,518	729	9,414	23,510,090
October	69	45	313	298	1,645	3,081	557	1,095	1,333	775	9,211	23,180,093
November.....	100	75	261	262	1,444	2,749	516	879	1,121	755	8,162	20,459,620
December.....	77	32	190	159	1,131	2,545	422	823	881	612	6,872	17,959,863

TABLE 2. New Motor Vehicle Sales in Canada, by Provinces, 1951

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$		\$		\$
Canada	385,648	950,159,511	275,686	683,182,846	109,962	266,976,665
Newfoundland	3,088	7,123,047	2,020	4,863,259	1,068	2,259,788
Prince Edward Island	1,971	4,429,616	1,219	2,941,872	752	1,487,744
Nova Scotia	12,069	27,937,594	8,527	20,496,124	3,542	7,441,470
New Brunswick	10,922	25,918,404	7,410	17,915,044	3,512	8,003,360
Quebec	73,002	189,770,391	52,786	135,449,611	20,216	54,320,780
Ontario.....	159,271	395,853,581	121,479	301,159,763	37,792	94,693,818
Manitoba	23,481	56,260,077	16,668	41,029,673	6,813	15,230,404
Saskatchewan.....	30,424	70,966,488	18,013	44,503,873	12,411	26,462,615
Alberta	36,953	88,715,064	22,448	55,906,861	14,510	32,808,203
British Columbia	34,462	83,185,249	25,116	58,916,766	9,346	24,268,483

TABLE 3. Annual Sales of New Motor Vehicles in Canada, 1937-1951

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value		Number	Retail value		Number	Retail value	
		Total	Average purchase price		Total	Average purchase price		Total	Average purchase price
		\$	\$		\$	\$		\$	\$
1937.....	144,441	149,170,527	1,033	114,275	116,886,334	1,023	30,166	32,284,193	1,070
1940.....	130,552	148,845,278	1,140	101,789	114,928,833	1,129	28,763	33,916,445	1,179
1943.....	4,798	7,557,360	1,575	984	1,378,200	1,401	3,814	6,179,160	1,620
1946.....	120,044	193,329,005	1,611	77,742	120,325,496	1,548	42,302	73,003,509	1,726
1947.....	230,255	416,237,495	1,808	159,205	283,190,390	1,779	71,050	133,047,105	1,873
1948.....	221,300	439,216,988	1,985	145,655	282,903,958	1,942	75,645	156,313,030	2,066
1949.....	286,341	588,724,685	2,056	202,318	412,297,863	2,038	84,023	176,426,822	2,100
1950.....	429,695	885,669,039	2,061	324,903	661,673,944	2,037	104,792	223,995,095	2,138
1951.....	385,648	950,159,511	2,464	275,686	683,182,846	2,478	109,962	266,976,665	2,428

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces, 1937-1951

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Passenger Cars								
1937.....	114,275	9,208	22,658	55,504	6,219	5,704	6,811	8,171
1940.....	101,789	7,899	18,220	48,777	5,819	6,936	7,264	6,874
1943 ²	984	2	2	2	2	2	2	2
1946.....	77,742	6,388	14,376	37,070	3,717	5,140	5,194	5,857
1947.....	159,205	12,232	28,833	73,160	8,467	10,511	11,952	14,050
1948.....	145,655	11,142	26,266	67,000	8,190	9,562	10,959	12,536
1949.....	202,318	15,850	36,782	90,272	11,081	13,081	14,994	20,258
1950.....	324,903	25,767	57,643	142,972	16,921	19,184	25,908	36,508
1951.....	275,686	19,176	52,786	121,479	16,668	18,013	22,448	25,116
Commercial Vehicles								
1937.....	30,166	3,757	6,774	11,199	2,243	1,397	2,133	2,663
1940.....	28,763	3,042	5,064	9,327	1,896	4,663	2,927	1,844
1943 ²	3,814	2	2	2	2	2	2	2
1946.....	42,302	4,463	7,243	15,710	2,722	4,588	4,236	3,340
1947.....	71,050	7,632	13,133	25,135	4,511	7,032	7,617	5,990
1948.....	75,645	7,070	14,510	27,472	4,751	7,274	7,889	6,679
1949.....	84,023	7,460	14,192	29,480	6,208	9,280	10,611	6,792
1950.....	104,792	8,508	18,335	37,272	6,681	12,222	13,375	8,399
1951.....	109,962	8,874	20,216	37,792	6,813	12,411	14,510	9,346

1. Includes Newfoundland from April 1949.

2. Provincial figures not available for 1943.

Financing of Motor Vehicle Sales

Figures contained in this report cover the financing of used vehicle sales as well as that of new vehicles. There were 423,830 vehicle sales financed by sales finance and acceptance companies in 1951 to the extent of \$376,671,305. These figures represent an increase of 16% in number and 10% in amount over the corresponding figures for 1950 when 364,681 vehicle sales were financed for \$342,080,605.

While financing of used passenger cars increased in 1951, financing of new cars declined from last year. There were 239,140 used cars financed for \$138,775,609 in 1951, 26% in

number and 15% in value above the 1950 figures of 189,635 used cars financed to the extent of \$120,771,260. New passenger cars financed in 1951 numbered 81,726 a decrease of 16% from the 97,051 new cars financed in 1950.

Increases in new and used commercial vehicle financing, were substantially higher than in the passenger car field. New commercial vehicle sales financed in 1951 exceeded the number in 1950 by 16%, while the number of used commercial vehicles financed was 47% greater.

Percentage Change in Number of Vehicle Sales Financed by Provinces, 1951/1950

Province	New vehicle		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	- 15.8	+ 16.4	+ 26.1	+ 47.0
Atlantic Provinces	- 34.3	+ 13.0	+ 29.5	+ 40.1
Quebec	- 11.2	+ 34.5	+ 30.8	+ 44.9
Ontario	- 17.2	+ 12.8	+ 20.0	+ 50.4
Manitoba	- 2.3	+ 0.2	+ 40.9	+ 31.6
Saskatchewan	+ 6.7	+ 4.1	+ 60.3	+ 53.1
Alberta	+ 0.5	+ 10.4	+ 39.9	+ 49.0
British Columbia	- 34.4	+ 22.1	+ 15.3	+ 52.0

Financing statistics reported in this survey apply only to the activities of acceptance companies. They do not include financing of motor vehicles through other sources, such as loans made by banks, insurance companies, or small loan companies.

The average amount of financing on both new and used passenger cars declined from 1950, while the average amount on both new and used commercial vehicles increased. The following table shows the average financed value by provinces for the years 1950 and 1951.

Average Financed Value of Motor Vehicles in Canada by Provinces, 1950 and 1951

Province	New vehicles					
	Passenger			Commercial		
	1950	1951	% change	1950	1951	% change
	\$	\$		\$	\$	
Canada	1,350	1,348	- 0.1	1,580	1,820	+ 15.2
Atlantic Provinces	1,275	1,262	- 1.0	1,450	1,565	+ 7.9
Quebec	1,489	1,516	+ 1.8	1,756	2,010	+ 14.5
Ontario	1,301	1,267	- 2.6	1,517	1,765	+ 16.3
Manitoba	1,315	1,292	- 1.7	1,391	1,588	+ 14.2
Saskatchewan	1,320	1,359	+ 3.0	1,402	1,582	+ 12.8
Alberta	1,338	1,379	+ 3.1	1,659	1,871	+ 12.8
British Columbia	1,359	1,336	- 1.7	1,702	2,008	+ 18.0
	Used vehicles					
	Passenger			Commercial		
	1950	1951	% change	1950	1951	% change
	\$	\$		\$	\$	
Canada	637	580	- 8.9	752	799	+ 6.3
Atlantic Provinces	571	542	- 5.1	619	656	+ 6.0
Quebec	728	672	- 7.7	899	973	+ 8.2
Ontario	601	539	- 10.3	697	750	+ 7.6
Manitoba	638	584	- 8.5	686	726	+ 5.8
Saskatchewan	626	615	- 1.8	655	723	+ 10.4
Alberta	682	637	- 6.6	816	824	+ 1.0
British Columbia	703	604	- 14.1	876	902	+ 3.0

TABLE 5. Financing of Motor Vehicle Sales in Canada, by Months, 1951

Month	Total, passenger and commercial		Passenger cars		Commercial vehicles	
	Number	Amount of financing	Number	Amount of financing	Number	Amount of financing
	\$		\$		\$	
	Total, New and Used Vehicles					
Annual total	423,830	376,671,305	320,866	248,921,640	102,964	127,749,665
January	24,065	23,243,188	19,112	17,244,307	4,953	5,998,881
February	25,315	24,878,227	20,318	18,851,699	4,997	6,026,528
March	37,402	37,245,423	30,981	29,806,750	6,421	7,438,673
April.....	36,205	32,052,540	27,632	22,063,657	8,573	9,988,883
May.....	40,513	33,884,554	30,298	21,836,547	10,215	12,048,007
June	43,452	36,364,733	32,926	23,352,879	10,526	13,011,854
July	42,395	35,150,093	32,726	23,142,997	9,669	12,007,096
August	41,075	34,494,044	31,006	22,064,743	10,069	12,429,301
September	35,835	30,732,894	26,174	18,499,102	9,661	12,233,792
October	36,552	31,654,023	26,565	19,048,685	9,987	12,605,338
November.....	34,382	31,735,837	24,048	18,311,277	10,334	13,424,560
December.....	26,639	25,235,749	19,080	14,698,997	7,559	10,536,752
	New Vehicles					
Annual total	126,255	191,202,909	81,726	110,146,031	44,529	81,056,878
January	8,431	12,387,928	6,205	8,633,850	2,226	3,754,078
February	8,848	13,296,374	6,570	9,397,594	2,278	3,898,780
March	12,836	19,330,365	9,905	14,616,237	2,931	4,714,128
April.....	12,340	17,514,695	8,458	11,070,582	3,882	6,444,113
May.....	11,327	16,708,300	6,921	9,142,894	4,406	7,565,406
June	11,745	17,794,454	7,182	9,431,402	4,563	8,363,052
July	11,646	17,215,667	7,514	9,654,421	4,132	7,561,246
August	11,321	16,903,732	7,044	9,041,391	4,277	7,862,341
September	9,798	15,105,115	5,684	7,368,281	4,114	7,736,834
October	9,984	15,418,427	5,759	7,521,586	4,225	7,896,841
November.....	10,016	16,506,154	5,744	8,009,316	4,272	8,496,838
December.....	7,963	13,021,698	4,740	6,258,477	3,223	6,763,221
	Used Vehicles					
Annual total	297,575	185,468,396	239,140	138,775,609	58,435	46,692,787
January	15,634	10,855,260	12,907	8,610,457	2,727	2,244,803
February	16,467	11,581,853	13,748	9,454,105	2,719	2,127,748
March	24,566	17,915,058	21,076	15,190,513	3,490	2,724,545
April.....	23,865	14,537,845	19,174	10,993,075	4,691	3,544,770
May.....	29,186	17,176,254	23,377	12,693,653	5,809	4,482,601
June	31,707	18,570,279	25,744	13,921,477	5,963	4,648,802
July	30,749	17,934,426	25,212	13,488,576	5,537	4,445,850
August	29,754	17,590,312	23,962	13,023,352	5,792	4,566,960
September	26,037	15,627,779	20,490	11,130,821	5,547	4,496,958
October	26,568	16,235,596	20,806	11,527,099	5,762	4,708,497
November.....	24,366	15,229,683	18,304	10,301,961	6,062	4,927,722
December.....	18,676	12,214,051	14,340	8,440,520	4,336	3,773,531

TABLE 6. Financing of Motor Vehicle Sales in Canada, by Provinces, 1951

Province	Total, passenger and commercial			Passenger cars			Commercial vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$	\$		\$	\$		\$	\$
Total, New and Used Vehicles									
Canada	423, 830	376, 671, 305	889	320, 866	248, 921, 640	776	102, 964	127, 749, 665	1, 241
Atlantic Provinces.....	37, 748	29, 299, 085	776	26, 535	18, 596, 225	701	11, 213	10, 702, 860	955
Quebec.....	74, 455	83, 738, 181	1, 125	52, 330	50, 443, 723	964	22, 125	33, 294, 458	1, 505
Ontario.....	177, 229	139, 109, 691	785	144, 226	100, 621, 307	698	33, 003	38, 488, 384	1, 166
Manitoba	21, 928	19, 068, 314	870	16, 390	12, 948, 553	790	5, 538	6, 119, 761	1, 105
Saskatchewan	27, 048	25, 117, 652	929	18, 610	15, 732, 491	845	8, 433	9, 385, 161	1, 112
Alberta.....	45, 033	43, 830, 654	973	31, 538	26, 522, 542	841	13, 495	17, 308, 112	1, 283
British Columbia	40, 389	36, 507, 728	904	31, 237	24, 056, 799	770	9, 152	12, 450, 929	1, 360
New Vehicles									
Canada	126, 255	191, 202, 909	1, 514	81, 726	110, 146, 031	1, 348	44, 529	81, 056, 878	1, 820
Atlantic Provinces	9, 528	13, 142, 533	1, 379	5, 841	7, 373, 585	1, 262	3, 687	5, 768, 948	1, 565
Quebec.....	29, 435	50, 230, 408	1, 706	18, 080	27, 410, 674	1, 516	11, 355	22, 819, 734	2, 010
Ontario.....	45, 018	63, 790, 452	1, 417	31, 489	39, 906, 507	1, 267	13, 529	23, 883, 945	1, 765
Manitoba	7, 213	10, 039, 203	1, 392	4, 777	6, 171, 274	1, 292	2, 436	3, 867, 929	1, 588
Saskatchewan	9, 590	13, 881, 955	1, 448	5, 768	7, 836, 300	1, 359	3, 822	6, 045, 655	1, 582
Alberta.....	14, 578	23, 015, 946	1, 579	8, 670	11, 959, 987	1, 379	5, 908	11, 055, 959	1, 871
British Columbia	10, 893	17, 102, 412	1, 570	7, 101	9, 487, 704	1, 336	3, 792	7, 614, 708	2, 008
Used Vehicles									
Canada	297, 575	185, 468, 396	623	239, 140	138, 775, 609	580	58, 435	46, 692, 787	799
Atlantic Provinces.....	28, 220	16, 156, 552	573	20, 694	11, 222, 640	542	7, 526	4, 933, 912	656
Quebec.....	45, 020	33, 507, 773	744	34, 250	23, 033, 049	672	10, 770	10, 474, 724	973
Ontario.....	132, 211	75, 319, 239	570	112, 737	60, 714, 800	539	19, 474	14, 604, 439	750
Manitoba	14, 715	9, 029, 111	614	11, 613	6, 777, 279	584	3, 102	2, 251, 832	726
Saskatchewan	17, 458	11, 235, 697	644	12, 842	7, 896, 191	615	4, 616	3, 339, 506	723
Alberta.....	30, 455	20, 814, 708	683	22, 868	14, 562, 555	637	7, 587	6, 252, 153	824
British Columbia	29, 496	19, 405, 316	658	24, 136	14, 569, 095	604	5, 360	4, 836, 221	902

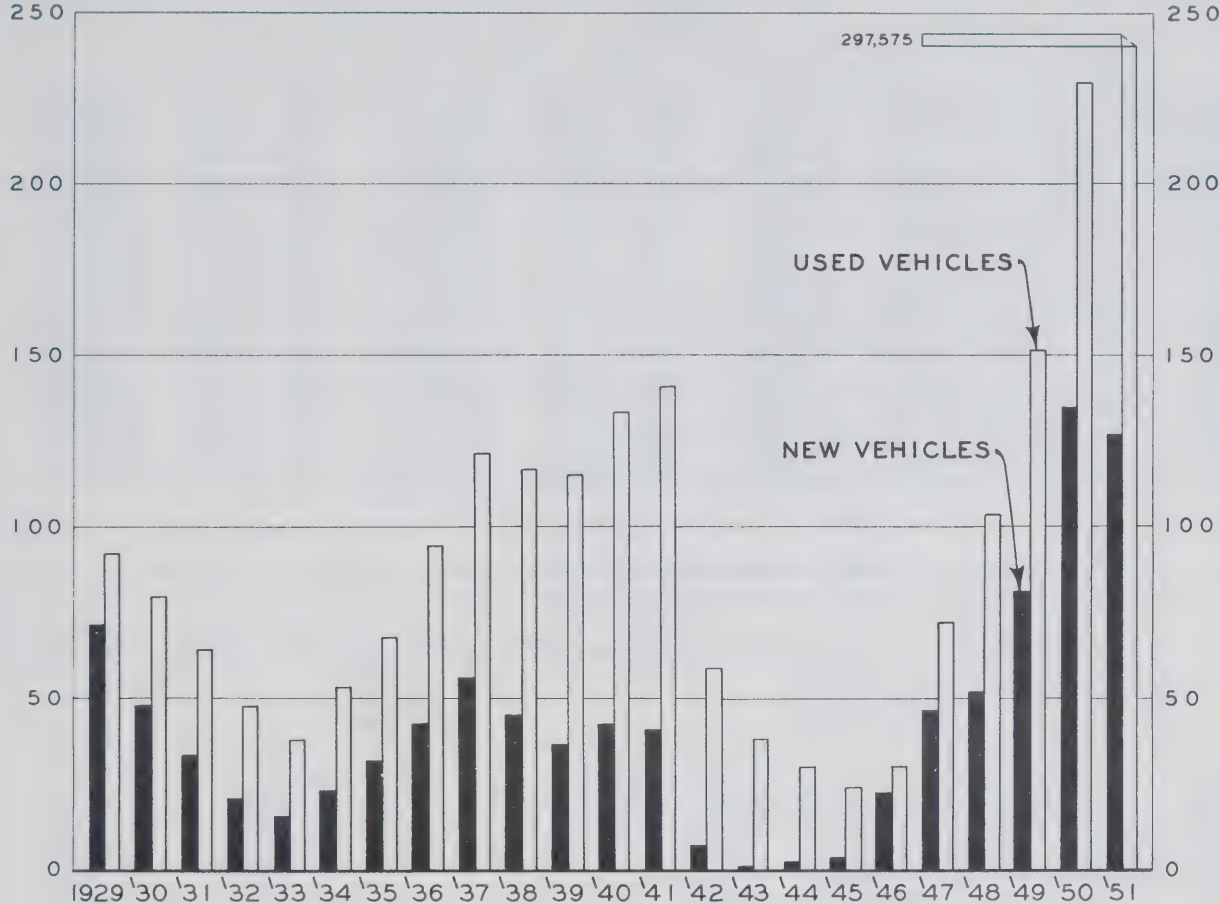
TABLE 7. Number of Motor Vehicles Financed, by Provinces and Months, 1951

Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
New Passenger Cars								
Annual total	81,726	5,841	18,080	31,489	4,777	5,768	8,670	7,101
January	6,205	397	1,192	2,782	279	263	650	642
February	6,570	413	1,295	2,829	321	313	675	724
March	9,905	772	2,213	4,027	483	433	846	1,131
April	8,458	599	1,887	3,409	431	524	808	800
May	6,921	471	1,643	2,557	442	571	698	539
June	7,182	593	1,626	2,734	411	566	722	530
July	7,514	547	1,830	2,859	444	485	818	531
August	7,044	531	1,656	2,671	431	488	757	510
September	5,684	467	1,397	2,117	342	359	531	471
October	5,759	409	1,275	2,069	371	511	647	477
November	5,744	379	1,248	1,889	449	663	731	385
December	4,740	263	818	1,546	373	592	787	361
New Commercial Vehicles								
Annual total	44,529	3,687	11,355	13,529	2,436	3,822	5,908	3,792
January	2,226	181	509	782	139	131	289	195
February	2,278	150	548	849	131	110	286	204
March	2,931	219	759	948	194	152	352	307
April	3,882	299	962	1,344	220	246	469	342
May	4,406	400	1,212	1,252	221	454	515	352
June	4,563	406	1,247	1,334	216	465	518	377
July	4,132	409	1,194	1,222	164	318	468	357
August	4,277	371	1,127	1,259	245	388	537	350
September	4,114	332	1,031	1,121	264	423	636	307
October	4,225	356	972	1,203	234	448	673	339
November	4,272	331	1,028	1,240	236	422	650	365
December	3,223	233	766	975	172	265	515	297
Used Passenger Cars								
Annual total	239,140	20,694	34,250	112,737	11,613	12,842	22,868	24,136
January	12,907	940	1,287	6,958	546	463	1,218	1,495
February	13,748	1,171	1,511	6,948	566	484	1,294	1,774
March	21,076	1,923	2,887	10,591	975	642	1,744	2,314
April	19,174	1,763	2,839	8,668	953	969	2,037	1,945
May	23,377	2,023	3,475	10,422	1,149	1,581	2,204	2,523
June	25,744	2,241	3,843	11,852	1,284	1,773	2,451	2,300
July	25,212	2,144	3,908	12,041	1,167	1,402	2,328	2,222
August	23,962	2,095	3,663	11,244	1,166	1,323	2,268	2,203
September	20,490	1,890	3,231	9,634	988	992	1,862	1,893
October	20,806	1,831	3,129	9,854	1,038	1,047	1,809	2,098
November	18,304	1,583	2,618	8,365	998	1,085	1,787	1,868
December	14,340	1,090	1,859	6,160	783	1,081	1,866	1,501
Used Commercial Vehicles								
Annual total	58,435	7,526	10,770	19,474	3,102	4,616	7,587	5,360
January	2,727	323	480	924	151	176	408	265
February	2,719	346	467	949	169	154	403	231
March	3,490	504	579	1,284	192	120	438	373
April	4,691	610	796	1,670	266	301	633	415
May	5,809	726	1,099	1,958	319	496	693	518
June	5,963	790	1,186	1,984	302	474	657	570
July	5,537	800	1,070	1,858	238	385	674	512
August	5,792	695	1,122	1,883	283	576	701	532
September	5,547	716	1,071	1,756	297	503	717	487
October	5,762	781	1,019	1,898	315	479	747	523
November	6,062	726	1,110	1,977	325	577	827	520
December	4,336	509	771	1,333	245	375	689	414

CHART 2.

NUMBER OF MOTOR VEHICLE SALES FINANCED

1929 — 1951

THOUSANDS
OF VEHICLES
250THOUSANDS
OF VEHICLES
250

PROPORTION OF NEW AND USED VEHICLES FINANCED

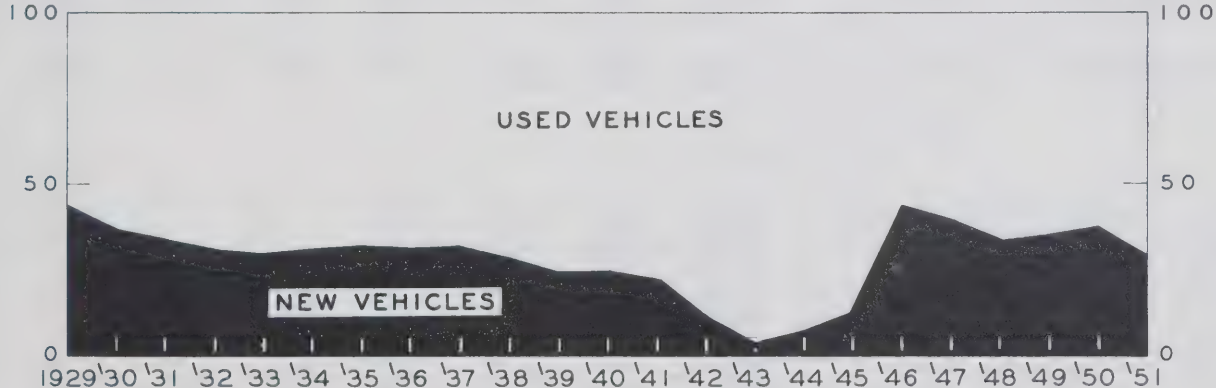
PER CENT
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TABLE 8. Annual Financing of Motor Vehicle Sales in Canada, 1929-1951

Year	Total, new and used vehicles			New vehicles			Used vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$	\$		\$	\$		\$	\$
1929	164,131	88,165,531	537	71,582	48,104,523	672	92,549	40,061,008	433
1930	128,314	62,978,174	491	47,961	28,610,731	597	80,353	34,367,443	428
1931	98,623	41,941,254	425	33,988	20,869,547	614	64,635	21,071,707	326
1932	69,291	25,864,873	373	21,293	12,741,179	598	47,998	13,123,694	273
1933	54,238	20,158,788	372	15,880	10,030,368	632	38,358	10,128,420	264
1934	76,170	30,091,463	395	23,264	16,364,735	703	52,906	13,726,728	259
1935	100,178	40,251,521	402	31,950	22,410,656	701	68,228	17,840,865	261
1936	137,514	54,859,812	399	42,863	29,887,861	697	94,651	24,971,951	264
1937	177,898	75,850,173	426	56,247	40,664,675	723	121,651	35,185,498	289
1938	162,703	69,685,853	428	45,267	33,701,624	745	117,436	35,984,229	306
1939	153,107	62,768,746	410	37,320	27,852,627	746	115,787	34,916,119	302
1940	176,578	75,235,793	426	42,982	33,473,397	779	133,596	41,762,396	313
1941	182,419	84,716,783	464	41,032	34,887,591	850	141,387	49,829,192	352
1942	66,310	24,596,915	371	7,398	6,207,111	839	58,912	18,389,804	312
1943	39,573	14,892,566	376	1,077	1,254,878	1,165	38,496	13,637,688	354
1944	32,970	14,570,937	442	2,371	2,927,396	1,235	30,599	11,643,541	381
1945	27,986	14,437,182	516	3,630	4,934,456	1,359	24,356	9,502,726	390
1946	53,393	41,586,565	779	22,866	27,978,992	1,224	30,527	13,607,573	446
1947	118,867	108,744,758	915	46,700	65,422,230	1,401	72,167	43,322,528	600
1948	155,634	144,955,013	931	51,867	73,805,672	1,423	103,767	71,149,341	686
1949	232,988	219,184,030	941	81,502	115,511,459	1,417	151,486	103,672,571	684
1950	364,681	342,080,605	938	135,304	191,434,712	1,415	229,377	150,645,893	657
1951	423,830	376,671,305	889	126,255	191,202,909	1,514	297,575	185,468,396	623

TABLE 9. Number of Motor Vehicles Financed in Canada, by Provinces, 1936-1951

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
New Vehicles								
1936	42,863	2,804	8,060	19,799	5,034		3,942	3,226
1938	45,267	2,878	8,610	19,209	6,542		5,232	2,796
1940	42,982	2,864	7,544	16,486	8,596		4,825	2,667
1943	1,077	96	224	304	138		229	86
1944	2,371	298	532	528	290		530	193
1945	3,630	409	815	949	571		605	281
1946	22,866	2,117	4,712	9,416	1,281	1,373	2,289	1,678
1947	46,700	4,345	10,944	17,830	2,700	2,649	4,262	3,970
1948	51,867	4,993	12,955	20,322	2,506	2,528	4,290	4,273
1949	81,502	8,134	18,632	31,558	3,859	4,288	7,704	7,327
1950	135,304	12,160	28,804	50,039	7,319	9,076	13,982	13,924
1951	126,255	9,528	29,435	45,018	7,213	9,590	14,578	10,893
1950								
Passenger	97,051	8,896	20,365	38,047	4,889	5,405	8,630	10,819
Commercial	38,253	3,264	8,439	11,992	2,430	3,671	5,352	3,105
1951								
Passenger	81,726	5,841	18,080	31,489	4,777	5,768	8,670	7,101
Commercial	44,529	3,687	11,355	13,529	2,436	3,822	5,908	3,792
Used Vehicles								
1936	94,651	6,350	14,635	48,180	9,401		7,132	8,953
1938	117,436	8,114	18,136	57,838	13,157		9,929	10,262
1940	133,596	10,228	18,333	63,387	11,647		11,935	12,066
1943	38,496	1,227	3,881	19,555	4,930		4,258	4,645
1944	30,599	634	3,507	17,159	2,602		2,731	3,966
1945	24,356	540	3,608	13,679	1,717		2,032	2,780
1946	30,527	1,234	4,932	17,664	1,192	841	2,376	2,288
1947	72,167	4,037	11,184	39,473	3,263	2,031	5,291	6,888
1948	103,767	6,344	13,778	58,174	3,832	2,402	8,193	11,044
1949	151,486	12,412	20,156	80,114	5,535	4,869	13,352	15,048
1950	229,377	21,352	33,611	106,894	10,599	11,027	21,435	24,459
1951	297,575	28,220	45,020	132,211	14,715	17,458	30,455	29,496
1950								
Passenger	189,635	15,982	26,176	93,948	8,242	8,012	16,343	20,932
Commercial	39,742	5,370	7,435	12,946	2,357	3,015	5,092	3,527
1951								
Passenger	239,140	20,694	34,250	112,737	11,613	12,842	22,868	24,136
Commercial	58,435	7,526	10,770	19,474	3,102	4,616	7,587	5,360

1. Includes Newfoundland from April 1949.

Sales and Financing of New Vehicles Compared

The proportion of new vehicle sales financed by sales finance and acceptance companies in 1951 was 33% as compared with 32% in 1950. Slight increases were recorded in all provinces except the Atlantic provinces and Manitoba where small decreases occurred.

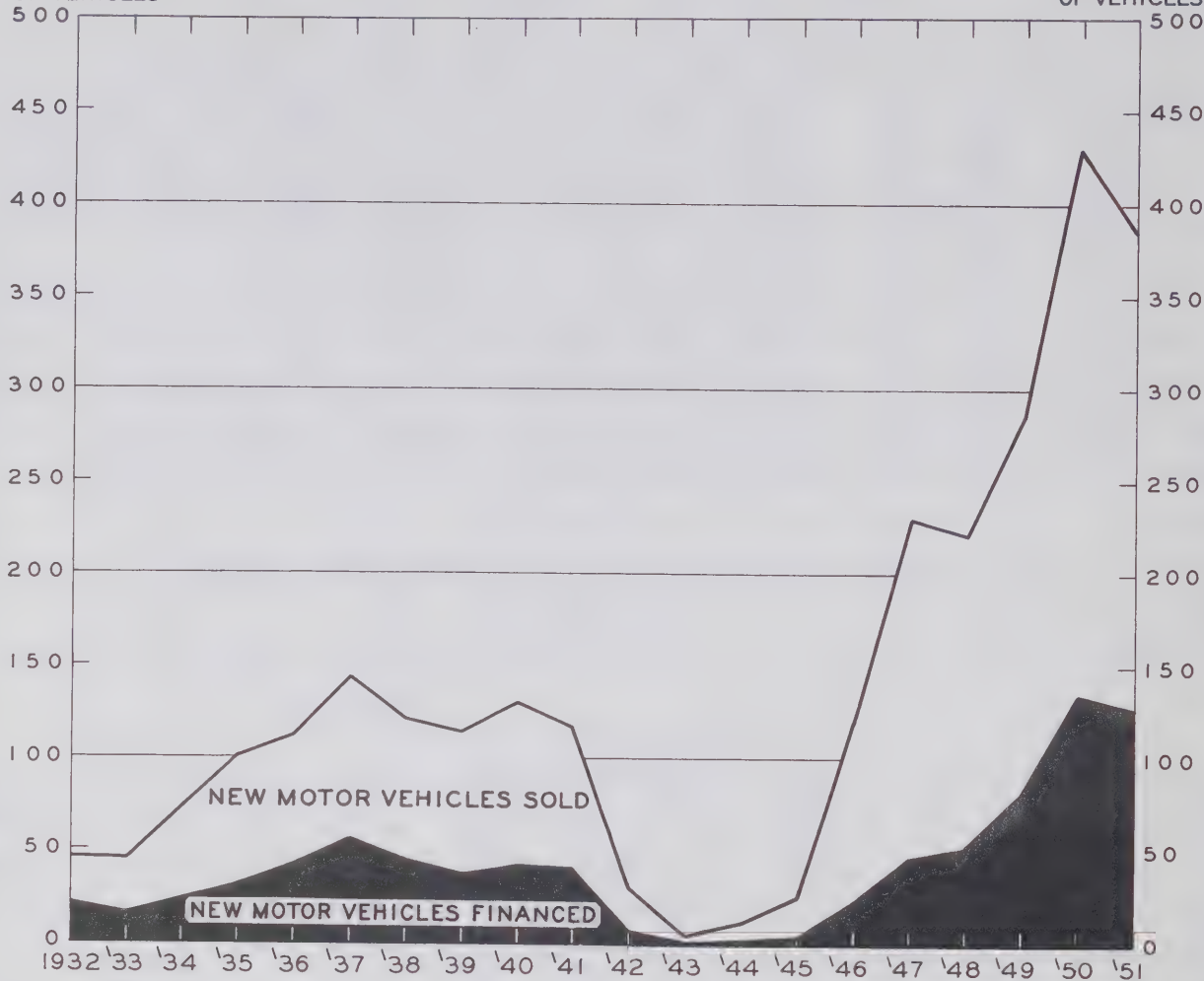
Quebec, recorded the highest proportion (40%) of new vehicle sales financed in 1951. In Alberta, 39% of sales were financed, while proportions in the other provinces ranged from 28% in Ontario to 34% in the Atlantic provinces.

TABLE 10. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1951

Province	Sales of new vehicles		Financing of sales of new vehicles			
	Number	Retail value	Number	% of total number sold	Amount of financing	% of value of total number sold
Canada	\$		\$			
	Total Vehicles					
	385,648	950,159,511	126,255	32.7	191,202,909	20.1
	28,050	65,408,661	9,528	34.0	13,142,533	20.1
	73,002	189,770,391	29,435	40.3	50,230,408	26.5
	159,271	395,853,581	45,018	28.3	63,790,452	16.1
	23,481	56,260,077	7,213	30.7	10,039,203	17.8
	30,424	70,966,488	9,590	31.5	13,881,955	19.6
	36,958	88,715,064	14,578	39.4	23,015,946	25.9
	34,462	83,185,249	10,893	31.6	17,102,412	20.6
	Passenger Cars					
	275,686	683,182,846	81,726	29.6	110,146,031	16.1
	19,176	46,216,299	5,841	30.5	7,373,585	16.0
	52,786	135,449,611	18,080	34.3	27,410,674	20.2
	121,479	301,159,763	31,489	25.9	39,906,507	13.3
	16,668	41,029,673	4,777	28.7	6,171,274	15.0
	18,013	44,503,873	5,768	32.0	7,836,300	17.6
	22,448	55,906,861	8,670	38.6	11,959,987	21.4
	25,116	58,916,766	7,101	28.3	9,487,704	16.1
	Commercial Vehicles					
109,962	266,976,665	44,529	40.5	81,056,878	30.4	
8,874	19,192,362	3,687	41.5	5,768,948	30.1	
20,216	54,320,780	11,355	56.2	22,819,734	42.0	
37,792	94,693,818	13,529	35.8	23,883,945	25.2	
6,813	15,230,404	2,436	35.8	3,867,929	25.4	
12,411	26,462,615	3,822	30.8	6,045,655	22.8	
14,510	32,808,203	5,908	40.7	11,055,959	33.7	
9,346	24,268,483	3,792	40.6	7,614,708	31.4	

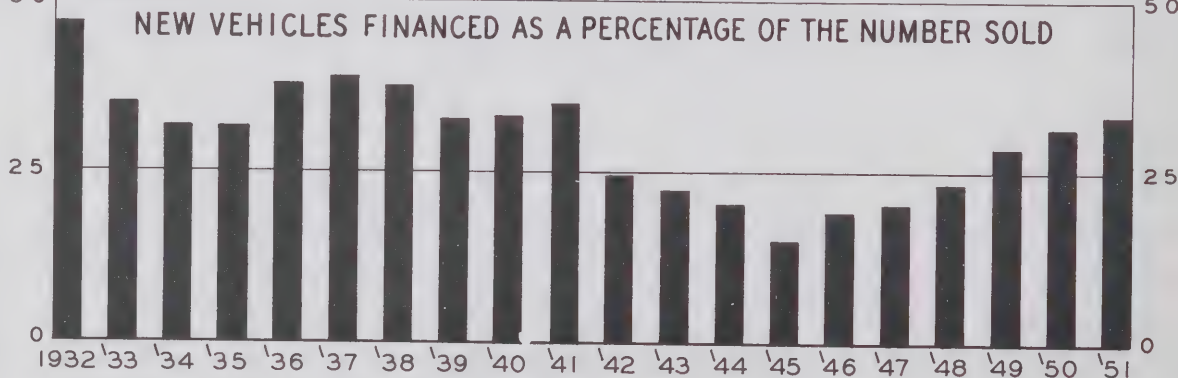
CHART 3.

NEW MOTOR VEHICLES SALES AND FINANCING 1932 — 1951

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

PER CENT

PER CENT



SALES FOR 1944 AND 1945 OBTAINED FROM RECORDS OF VEHICLES RELEASED FROM THE RESERVE POOL.

TABLE 11. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and Months, 1951

Month	Canada			Atlantic Provinces			Quebec			Ontario		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual total	385,648	126,255	32.7	28,050	9,528	34.0	73,002	29,435	40.3	159,271	45,018	28.3
January	33,724	8,431	25.0	2,495	578	23.2	6,323	1,701	26.9	14,144	3,564	25.2
February	43,576	8,848	20.3	2,585	563	21.8	6,859	1,843	26.9	20,596	3,678	17.9
March	49,612	12,836	25.9	3,701	991	26.8	9,001	2,972	33.0	22,611	4,975	22.0
April	46,180	12,340	26.7	3,541	898	25.4	9,959	2,849	28.6	18,556	4,753	25.6
May	36,445	11,327	31.1	2,990	871	29.1	7,433	2,855	38.4	14,854	3,809	25.6
June	32,680	11,745	35.9	2,375	999	42.1	5,772	2,873	49.8	13,701	4,068	29.7
July	29,280	11,646	39.8	2,198	956	43.5	5,674	3,024	53.3	11,071	4,081	36.9
August	21,631	11,321	52.3	1,680	902	53.7	4,927	2,783	56.5	7,736	3,930	50.8
September	27,996	9,798	35.0	2,118	799	37.7	5,300	2,428	45.8	10,097	3,238	32.1
October	22,801	9,984	43.8	1,631	765	46.9	4,680	2,247	48.0	9,155	3,272	35.7
November	21,936	10,016	45.7	1,531	710	46.4	3,915	2,276	58.1	8,910	3,129	35.1
December	19,807	7,963	40.2	1,205	496	41.2	3,159	1,584	50.1	7,840	2,521	32.2
	Manitoba			Saskatchewan			Alberta			British Columbia		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual total	23,481	7,213	30.7	30,424	9,590	31.5	36,958	14,578	39.4	34,462	10,893	31.6
January	1,733	418	24.1	2,247	394	17.5	3,361	939	27.9	3,421	837	24.5
February	2,197	452	20.6	2,376	423	17.8	4,126	961	23.3	4,837	928	19.2
March	2,832	677	23.9	2,943	585	19.9	4,297	1,198	27.9	4,227	1,438	34.0
April	2,785	651	23.4	3,166	770	24.3	3,923	1,277	32.6	4,250	1,142	26.9
May	2,343	663	28.3	2,774	1,025	37.0	3,143	1,213	38.6	2,908	891	30.6
June	2,047	627	30.6	3,141	1,031	32.8	3,175	1,240	39.1	2,469	907	36.7
July	1,933	608	31.5	2,825	803	28.4	3,120	1,286	41.2	2,439	888	36.4
August	1,507	678	44.9	1,835	876	47.7	2,046	1,294	63.2	1,900	860	45.3
September	1,859	606	32.6	3,092	782	25.3	3,196	1,167	36.5	2,334	778	33.3
October	1,513	605	40.0	1,796	959	53.4	2,168	1,320	60.9	1,858	816	43.9
November	1,411	685	48.5	2,053	1,085	52.8	2,161	1,381	63.9	1,955	750	38.4
December	1,321	545	41.3	2,176	857	39.4	2,242	1,302	58.1	1,864	658	35.3

GOVERNMENT OF CANADA

NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
1952



EDMOND CLOUTIER, C.M.G., O.A., D.S.P.
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NEW MOTOR VEHICLE SALES
AND
MOTOR VEHICLE FINANCING
1952

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Ottawa

NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries; **Volume II**—Manufacturing; **Volume III**—Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I—Wholesale Statistics

- A—Wholesale Trade, 25¢.
- *B—Operating Results of Food Wholesalers, 25¢.
- *C—Operating Results of Dry goods, Piece Goods, and Footwear Wholesalers, 25¢.
- *D—Operating Results of Miscellaneous Wholesalers, (Automotive parts and accessories, drugs, hardware, plumbing and heating equipment), 25¢.

Part II—Retail Statistics

- E—General Review, 25¢.
- F—Retail Trade, 50¢.
- G—Retail Chain Stores, 50¢.
- *H—Operating Results of Chain Food Stores, 25¢.
- *I—Operating Results of Chain Clothing Stores, 25¢.
- *J—Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- K—Operating Results of Retail Food Stores, 25¢.
- L—Operating Results of Retail Clothing Stores, 25¢.
- M—Operating Results of Retail Hardware, Furniture, Appliance and Radio Stores, 25¢.
- N—Operating Results of Filling Stations and Garages, 25¢.
- O—Operating Results of Miscellaneous Retail Stores, 25¢.
- P—Retail Consumer Credit, 25¢.

Part III—Service and Special Fields

- Q—Laundries, Cleaners and Dryers, 25¢.
- R—Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S—Hotels, 25¢.
- T—Sales Financing, 25¢.
- U—Farm Implement and Equipment Sales, 25¢.
- V—New Motor Vehicle Sales and Motor Vehicle Financing, 25¢.
- W—Advertising Agencies (Memorandum), 25¢.
- X—Motion Picture Production, 10¢.

The reports are punched to permit of filing in a ring binder.

* Biennial reports — not issued for 1952.

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NOTES

This bulletin summarizes the statistics published in the monthly series and contains revised figures for 1952.

RETAIL VALUE

The price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Duty is included in the retail value of imported vehicles. Freight charges from the factory to place of purchase are excluded.

COMMERCIAL VEHICLES

A term which is used for convenience in this report and is synonymous with the term "trucks and buses", which was used in previous reports. Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

AMOUNT OF FINANCING

The deferred portion of the purchase price together with finance charges and insurance.

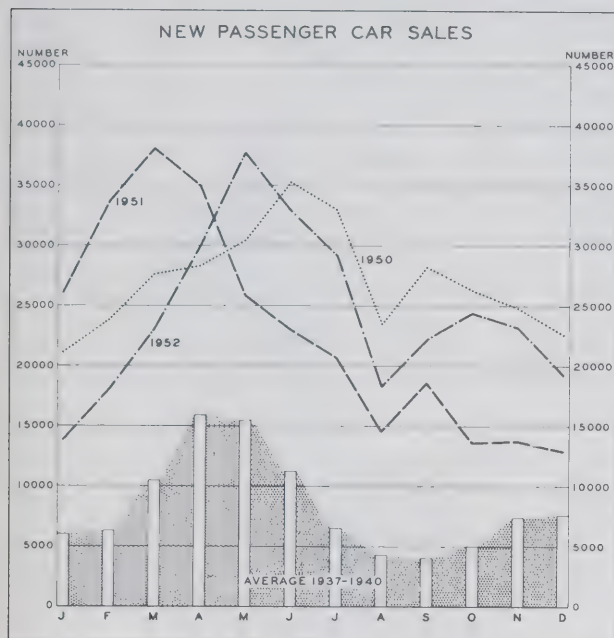
NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING, 1952

New Motor Vehicle Sales

The downward trend in sales of new passenger cars which began in May 1951 continued during the first four months of 1952. For the balance of the year, the trend swung upwards and the increased sales during this period more than compensated for early declines. Total units sold during 1952 numbered 292,095, an increase of 6% over the 275,686 cars sold during 1951.

British passenger car sales continued to decline during 1952. There were 26,655 cars sold during this period as compared with 29,113 in 1951.

The following chart shows the trend of monthly sales in each of the last three years.



Commercial vehicle sales followed almost the same trend as passenger cars in 1952 but were slightly lower in number than the record peak reached in 1951. Sales of commercial vehicles represented 27% of all vehicles sold in 1952 compared with 29% of the total in 1951.

Canadian expenditure on new motor vehicles was greater in 1952 than in any previous year. Total sales of new motor vehicles, passenger and commercial combined, numbered 400,777 units with a retail value of \$1,002,615,841 in 1952, 4% higher in number and almost 6% greater in dollar value than the 385,648 new vehicles which sold for \$950,159,511 in 1951.

Provincial distribution of passenger car and commercial vehicle sales showed very little change between 1951 and 1952. Quebec sales were slightly higher in proportion to the total in the passenger car field during 1952 while those of Ontario were slightly lower. Saskatchewan and Alberta also made slight proportionate gains in both passenger car and commercial vehicle sales.

Percentage Distribution of New Motor Vehicles Sold, by Provinces, 1951 and 1952

Province	Passenger cars		Commercial vehicles	
	1951	1952	1951	1952
	%	%	%	%
Canada	100.0	100.0	100.0	100.0
Atlantic Provinces	7.0	7.4	8.1	9.0
Quebec	19.2	20.1	18.4	17.9
Ontario	44.1	42.6	34.3	32.2
Manitoba	6.0	5.6	6.2	5.8
Saskatchewan	6.5	6.7	11.3	12.3
Alberta	8.1	8.6	13.2	14.7
British Columbia	9.1	9.0	8.5	8.1

All provinces, with the exception of Manitoba, reported increases in the number of passenger cars sold in 1952 compared with 1951. Manitoba recorded a slight decline of 2%. The Atlantic Provinces and Alberta registered the highest increase—12% above the 1951 level.

In the commercial vehicle field, declines in sales ranging from 3% to 8% were reported in most regions. Exceptions were Alberta and the Atlantic Provinces with increases of 10% and Saskatchewan with a gain of 8%.

Percentage Change in Number of New Vehicles Sold, by Provinces, 1952/1951

Province	Passenger cars	Commercial vehicles
	%	%
Canada	+ 6.0	- 1.2
Atlantic Provinces	+12.3	+ 9.8
Quebec	+11.4	- 3.5
Ontario	+ 2.6	- 7.5
Manitoba	- 2.0	- 8.2
Saskatchewan	+ 8.1	+ 8.0
Alberta	+12.2	+10.4
British Columbia	+ 4.1	- 5.8

Combined sales of trucks and buses totalled 108,682 in 1952, a decrease of 1% from the 109,962 new commercial vehicles sold in 1951. Bus sales are combined with truck sales in the main tables of this report, but separate figures for buses are given in the following table. Sales of buses declined 8% in number sold and 4% in retail value in 1952, deliveries being much lower in the first four and the last two months of the year, particularly in Ontario.

Sales of Buses in Canada 1951 and 1952

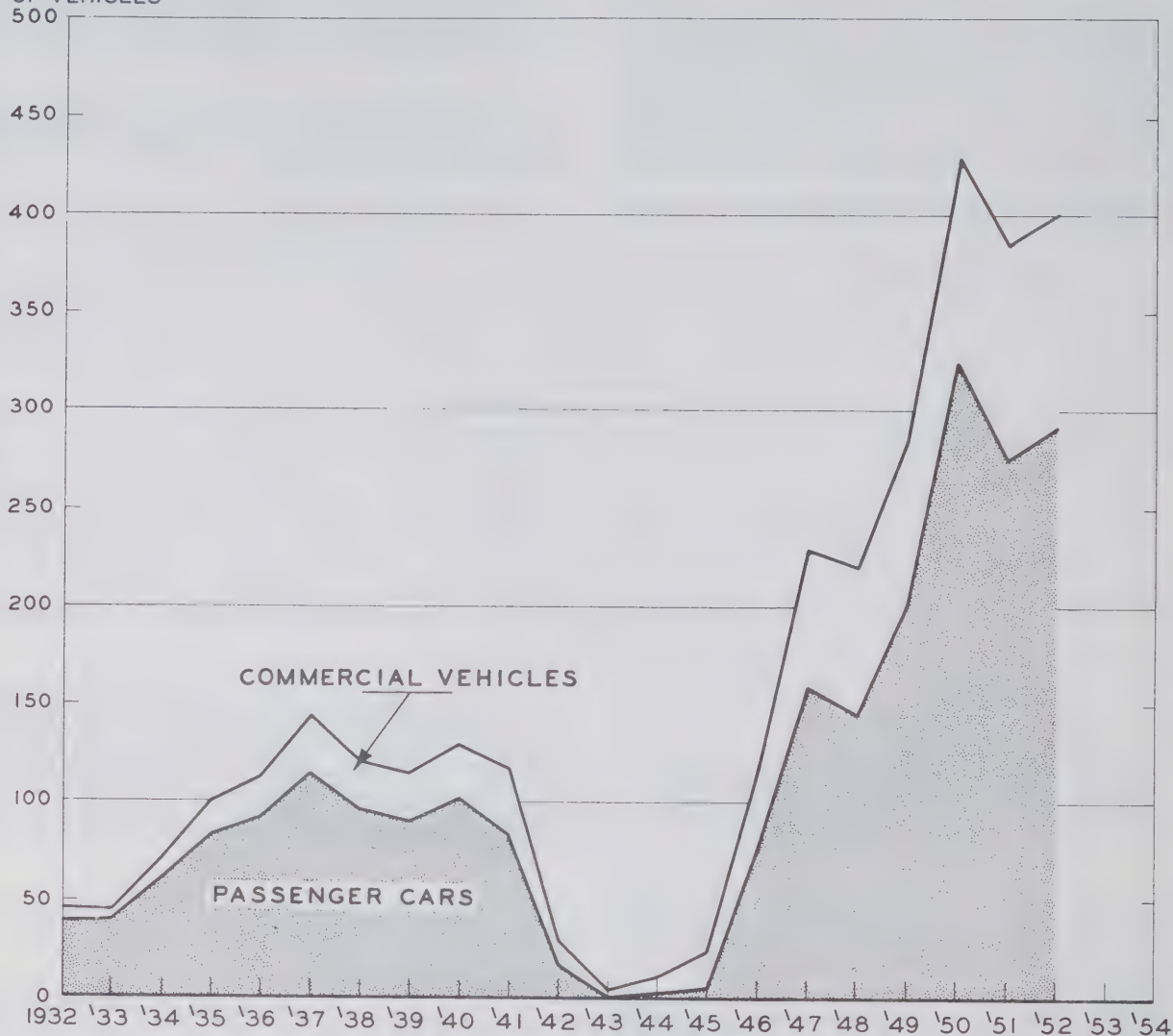
Month and Province	1951		1952	
	Number	Retail value	Number	Retail value
\$ By Month				
Annual total	632	11,734,994	582	11,307,158
January	44	794,726	39	768,642
February	60	1,040,374	38	881,761
March	64	1,190,053	40	620,298
April	61	1,131,297	33	681,478
May	31	456,243	46	801,455
June	65	1,138,111	77	1,593,389
July	57	1,088,665	49	973,144
August	52	757,102	54	977,255
September	60	1,430,986	103	2,055,588
October	44	831,635	50	964,404
November	48	983,993	23	337,575
December	46	891,809	30	652,169
\$ By Provinces				
Canada	632	11,734,994	582	11,307,158
Atlantic Provinces	25	349,243	43	686,273
Quebec	225	4,508,092	315	7,019,543
Ontario	229	3,797,671	137	2,013,439
Manitoba	41	710,420	57	977,642
Saskatchewan	16	405,257	—	—
Alberta	21	403,677	22	465,465
British Columbia	75	1,560,634	8	144,796

CHART I.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

THOUSANDS
OF VEHICLES

1932 - 1952



PER CENT PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

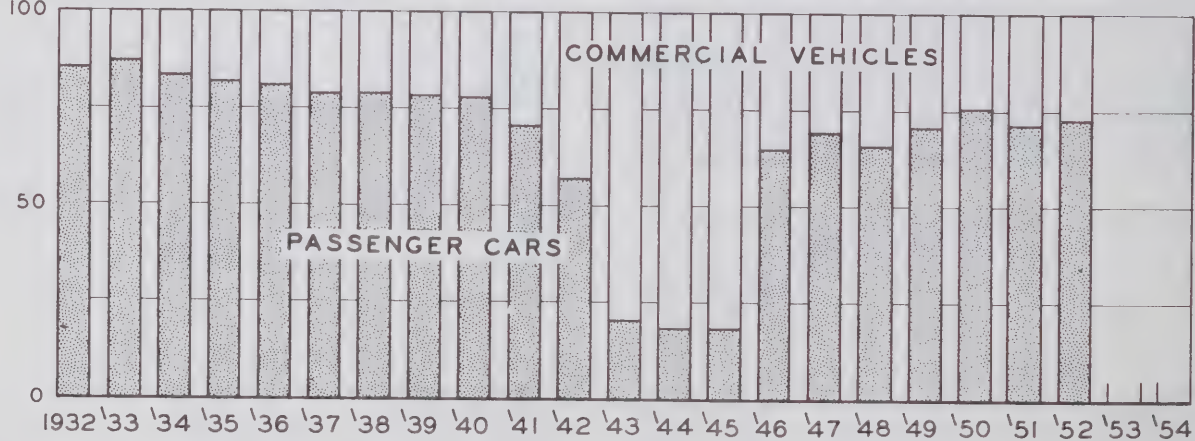


TABLE 1. Number of New Motor Vehicles Sold in Canada, by Provinces and by Months, 1952

Month	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Canada	
											Number	Retail value
	Total vehicles											\$
Annual total.....	4,616	2,260	13,183	11,218	78,315	159,542	22,592	32,878	41,209	34,964	400,777	1,002,615,841
January	160	98	620	525	4,029	7,698	1,406	1,703	2,350	1,722	20,311	52,966,125
February	247	120	857	773	4,778	10,488	1,151	1,564	2,342	2,811	25,131	66,165,791
March.....	435	149	1,179	879	6,731	13,537	1,727	2,358	3,121	2,648	32,764	85,655,725
April.....	561	267	1,422	1,376	9,221	16,093	2,281	3,537	3,555	2,733	41,046	102,927,650
May.....	708	410	1,830	1,443	10,042	20,385	2,822	3,714	4,737	4,052	50,143	123,352,108
June.....	461	205	1,496	1,195	8,512	16,726	2,540	3,539	4,433	4,064	43,171	106,319,874
July	439	226	1,255	1,139	6,739	15,825	2,138	2,993	3,622	3,757	38,133	94,224,454
August.....	346	156	813	751	5,243	8,967	1,725	2,958	3,271	2,599	26,829	66,349,718
September	418	167	964	797	5,646	13,066	1,957	2,561	3,564	2,796	31,936	78,771,037
October	403	148	1,071	846	6,995	12,745	1,789	3,374	3,733	2,785	33,889	83,879,835
November.....	231	155	903	735	5,318	15,104	1,500	2,392	3,033	2,805	32,176	78,591,583
December.....	207	159	773	759	5,061	8,908	1,556	2,185	3,448	2,192	25,248	63,411,941
	Passenger cars											
Annual total	2,978	1,306	9,387	7,860	58,805	124,587	16,337	19,480	25,197	26,158	292,095	725,167,630
January	84	64	120	305	2,733	5,803	892	959	1,302	1,215	13,777	35,447,448
February	156	59	543	485	3,572	8,041	828	906	1,451	1,945	17,986	47,169,272
March.....	286	83	849	597	5,094	10,080	1,186	1,404	1,824	1,685	23,088	60,929,240
April.....	364	156	1,014	969	6,866	12,602	1,676	2,173	2,260	1,856	29,936	75,218,490
May.....	496	247	1,419	1,074	7,670	16,210	2,115	2,307	3,044	3,108	37,690	92,599,465
June.....	314	118	1,081	905	6,549	13,349	1,964	2,377	2,969	3,250	32,876	80,586,447
July	328	137	932	865	5,366	12,462	1,659	1,905	2,492	3,116	29,262	71,049,188
August.....	219	84	533	478	3,715	6,971	1,091	1,432	1,834	1,918	18,275	44,074,715
September	229	109	685	569	4,096	9,976	1,323	1,336	1,938	2,078	22,339	53,450,377
October	258	87	748	567	5,229	10,047	1,362	1,887	2,135	2,124	24,444	60,016,896
November.....	126	74	618	525	3,966	11,509	1,065	1,423	1,798	2,103	23,207	56,767,974
December.....	118	88	545	521	3,949	7,537	1,176	1,371	2,150	1,760	19,215	47,858,118
	Commercial vehicles											
Annual total.....	1,638	954	3,796	3,358	19,510	34,955	6,255	13,398	16,012	8,806	108,682	277,448,211
January	76	34	200	220	1,296	1,895	514	744	1,048	507	6,534	17,518,677
February	91	61	314	288	1,206	2,447	323	658	891	866	7,145	18,996,519
March.....	149	66	330	282	1,637	3,457	541	954	1,297	963	9,676	24,726,485
April.....	197	111	408	407	2,355	3,491	605	1,364	1,295	877	11,110	27,709,160
May.....	212	163	411	369	2,372	4,175	707	1,407	1,693	944	12,453	30,752,643
June.....	147	87	415	290	1,963	3,377	576	1,162	1,464	814	10,295	25,733,427
July	111	89	323	274	1,373	3,363	479	1,088	1,130	641	8,871	23,175,266
August.....	127	72	280	273	1,528	1,996	634	1,526	1,437	681	8,554	22,275,003
September	189	58	279	228	1,550	3,090	634	1,225	1,626	718	9,597	25,320,660
October	145	61	323	279	1,766	2,698	427	1,487	1,598	661	9,445	23,862,939
November.....	105	81	285	210	1,352	3,595	435	969	1,235	702	8,969	21,823,609
December.....	89	71	228	238	1,112	1,371	380	814	1,298	432	6,033	15,553,823

TABLE 2. New Motor Vehicle Sales in Canada, by Provinces, 1952

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$		\$		\$
Canada	400,777	1,002,615,841	292,095	725,167,630	108,682	277,448,211
Newfoundland.....	4,616	10,520,994	2,978	7,013,458	1,638	3,507,536
Prince Edward Island.....	2,260	5,089,399	1,306	3,122,024	954	1,967,375
Nova Scotia	13,183	31,279,171	9,387	22,641,608	3,796	8,637,563
New Brunswick	11,218	27,298,257	7,860	19,213,542	3,358	8,084,715
Quebec	78,315	207,196,489	58,805	150,042,481	19,510	57,154,008
Ontario	159,542	399,285,496	124,587	310,735,388	34,955	88,550,108
Manitoba	22,592	55,214,210	16,337	40,076,647	6,255	15,137,563
Saskatchewan.....	32,878	79,169,971	19,480	48,204,826	13,398	30,965,145
Alberta	41,209	103,192,354	25,197	63,282,691	16,012	39,909,663
British Columbia.....	34,964	84,369,500	26,158	60,834,965	8,806	23,534,535

TABLE 3. Annual Sales of New Motor Vehicles in Canada, 1940-1952

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value		Number	Retail value		Number	Retail value	
		Total	Average purchase price		Total	Average purchase price		Total	Average purchase price
		\$	\$		\$	\$		\$	\$
1940.....	130,552	148,845,278	1,140	101,789	114,928,833	1,129	28,763	33,916,445	1,179
1943.....	4,798	7,557,360	1,575	984	1,378,200	1,401	3,814	6,179,160	1,620
1946.....	120,044	193,329,005	1,611	77,742	120,325,496	1,548	42,302	73,003,509	1,726
1947.....	230,255	416,237,495	1,808	159,205	283,190,390	1,779	71,050	133,047,105	1,873
1948.....	221,300	439,216,988	1,985	145,655	282,903,958	1,942	75,645	156,313,030	2,066
1949.....	286,341	588,724,685	2,056	202,318	412,297,863	2,038	84,023	176,426,822	2,100
1950.....	429,695	885,669,039	2,061	324,903	661,673,944	2,037	104,792	223,995,095	2,138
1951.....	385,648	950,159,511	2,464	275,686	683,182,846	2,478	109,962	266,976,665	2,428
1952.....	400,777	1,002,615,841	2,502	292,095	725,167,630	2,483	108,682	277,448,211	2,553

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces, 1937-1951

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Passenger cars								
1940.....	101,789	7,899	18,220	48,777	5,819	6,936	7,264	6,874
1943 ²	984	2	2	2	2	2	2	2
1946.....	77,742	6,388	14,376	37,070	3,717	5,140	5,194	5,857
1947.....	159,205	12,232	28,833	73,160	8,467	10,511	11,952	14,050
1948.....	145,655	11,142	26,266	67,000	8,190	9,562	10,959	12,536
1949.....	202,318	15,850	36,782	90,272	11,081	13,081	14,994	20,258
1950.....	324,903	25,767	57,643	142,972	16,921	19,184	25,908	36,508
1951.....	275,686	19,176	52,786	121,479	16,668	18,013	22,448	25,116
1952.....	292,095	21,531	58,805	124,587	16,337	19,480	25,197	26,158
Commercial vehicles								
1940.....	28,763	3,042	5,064	9,327	1,896	4,663	2,927	1,844
1943 ²	3,814	2	2	2	2	2	2	2
1946.....	42,302	4,463	7,243	15,710	2,722	4,588	4,236	3,340
1947.....	71,050	7,632	13,133	25,135	4,511	7,032	7,617	5,990
1948.....	75,645	7,070	14,510	27,472	4,751	7,274	7,889	6,679
1949.....	84,023	7,460	14,192	29,480	6,208	9,280	10,611	6,792
1950.....	104,792	8,508	18,335	37,272	6,681	12,222	13,375	8,399
1951.....	109,962	8,874	20,216	37,792	6,813	12,411	14,510	9,346
1952.....	108,682	9,746	19,510	34,955	6,255	13,398	16,012	8,806

1. Includes Newfoundland from April 1949.
2. Provincial figures not available for 1943.

Financing of Motor Vehicle Sales

Figures contained in the following tables cover the financing of used as well as new vehicle sales. Financing of sales of motor vehicles in 1952 far exceeded any previous year both in number and amount of financing. There were 620,354 vehicle sales financed during 1952 to the extent of \$639,689,155, an increase of 46% in number and 70% in amount of financing over the 423,830 vehicles financed in 1951 for \$376,671,305.

Financing of both new and used passenger cars showed considerable gains over 1951. New passenger cars financed in 1952 numbered 124,879 and they were financed to the extent of

\$194,422,171. These figures represent an increase of 53% in number and 77% in amount of financing above the 1951 level of 81,726 new cars financed for \$110,146,031. Used passenger cars financed in 1952 numbered 375,825 an increase of 57% over the 239,140 used cars financed in 1951.

Increases in new and used commercial vehicle financing were substantially lower than in the passenger car field. New commercial vehicle sales financed in 1952 were 7% higher than in 1951, while the number of used commercial vehicles financed rose 23%.

Percentage Change in Number of Vehicle Sales Financed by Provinces, 1952/1951

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	+ 52.8	+ 7.1	+ 57.2	+ 23.1
Atlantic Provinces	+ 66.7	+ 19.5	+ 52.8	+ 19.1
Quebec	+ 52.1	- 5.2	+ 72.2	+ 23.7
Ontario	+ 53.3	+ 2.2	+ 53.8	+ 16.7
Manitoba	+ 38.0	+ 0.2	+ 66.9	+ 24.5
Saskatchewan	+ 37.9	+ 19.5	+ 61.2	+ 42.8
Alberta	+ 52.9	+ 30.1	+ 60.2	+ 35.7
British Columbia	+ 63.1	+ 5.8	+ 45.6	+ 15.5

Financing statistics reported in this survey apply only to the activities of acceptance companies. They do not include financing of motor vehicles through other sources, such as loans made by banks, insurance companies, or small loan companies.

The average amount of financing on both new and used passenger cars and new and used commercial vehicles was higher in 1952 than in 1951. The following table shows the average financed value by provinces for the years 1951 and 1952.

Average Financed Value of Motor Vehicles in Canada by Provinces 1951-1952

Province	New vehicles					
	Passenger			Commercial		
	1951	1952	% Change	1951	1952	% Change
	\$	\$		\$	\$	
Canada	1,348	1,557	+ 15.5	1,820	2,055	+ 12.9
Atlantic Provinces	1,262	1,521	+ 20.5	1,565	1,713	+ 9.5
Quebec	1,516	1,700	+ 12.1	2,010	2,254	+ 12.1
Ontario	1,267	1,477	+ 16.6	1,765	1,937	+ 9.7
Manitoba	1,292	1,455	+ 12.6	1,588	1,779	+ 12.0
Saskatchewan	1,359	1,516	+ 11.6	1,582	1,937	+ 22.4
Alberta	1,379	1,610	+ 16.8	1,871	2,240	+ 19.7
British Columbia	1,336	1,606	+ 20.2	2,008	2,246	+ 11.9
	Used vehicles					
	Passenger			Commercial		
	1951	1952	% Change	1951	1952	% Change
	\$	\$		\$	\$	
Canada	580	753	+ 29.8	799	892	+ 11.6
Maritime Provinces	542	693	+ 27.9	656	707	+ 7.8
Quebec	672	841	+ 25.1	973	1,031	+ 6.0
Ontario	539	713	+ 32.3	750	860	+ 14.7
Manitoba	584	737	+ 26.2	726	771	+ 6.2
Saskatchewan	615	738	+ 20.0	723	819	+ 13.3
Alberta	637	794	+ 24.6	824	979	+ 18.8
British Columbia	604	833	+ 37.9	902	986	+ 9.3

TABLE 5. Financing of Motor Vehicle Sales in Canada, by Months, 1952

Month	Total passenger and commercial		Passenger cars		Commercial vehicles	
	Number	Amount of financing	Number	Amount of financing	Number	Amount of financing
	\$		\$		\$	
	Total new and used vehicles					
Annual total	620,354	639,689,155	500,704	477,490,953	119,650	162,198,202
January	27,692	26,420,265	21,144	16,803,812	6,548	9,616,453
February	35,244	32,681,970	28,202	23,182,190	7,042	9,499,780
March.....	44,024	40,877,079	35,390	29,478,326	8,634	11,398,753
April	58,358	53,460,245	46,729	38,806,891	11,629	14,653,354
May	74,937	75,919,109	61,727	57,505,436	13,210	18,413,673
June.....	71,693	76,004,261	59,564	58,850,118	12,129	17,154,143
July	65,974	70,240,505	55,067	55,348,860	10,907	14,891,645
August.....	51,778	55,165,610	41,697	41,561,871	10,081	13,603,739
September	50,073	53,146,675	39,672	39,566,933	10,401	13,579,742
October	53,312	58,352,138	42,250	43,525,962	11,062	14,826,176
November.....	44,877	49,406,590	35,380	36,649,815	9,497	12,756,775
December.....	42,392	48,014,708	33,882	36,210,739	8,510	11,803,969
	New vehicles					
Annual total	172,587	292,454,398	124,879	194,422,171	47,708	98,032,227
January	7,900	12,934,944	5,199	6,837,353	2,701	6,097,591
February	9,366	14,533,957	6,455	8,582,166	2,911	5,951,791
March.....	11,289	17,888,317	7,831	11,008,866	3,458	6,879,451
April	15,044	23,275,330	10,514	14,690,001	4,530	8,585,329
May	20,212	33,839,032	14,763	22,371,441	5,449	11,467,591
June.....	19,226	33,624,046	14,339	23,175,993	4,887	10,448,053
July	18,326	31,945,302	14,041	22,964,737	4,285	8,980,565
August.....	13,327	24,008,145	9,569	16,024,297	3,758	7,983,848
September	14,190	24,695,162	10,201	16,694,539	3,989	8,000,623
October	16,252	28,124,851	11,803	19,162,738	4,449	8,962,113
November	13,955	23,986,852	10,068	16,273,433	3,887	7,713,419
December	13,500	23,598,460	10,096	16,636,607	3,404	6,961,853
	Used vehicles					
Annual total	447,767	347,234,757	375,825	283,068,782	71,942	64,165,975
January	19,792	13,485,321	15,945	9,966,459	3,847	3,518,862
February	25,878	18,148,013	21,747	14,600,024	4,131	3,547,989
March.....	32,735	22,988,762	27,559	18,469,460	5,176	4,519,302
April	43,314	30,184,915	36,215	24,116,890	7,099	6,068,025
May	54,725	42,080,077	46,964	35,133,995	7,761	6,946,082
June.....	52,467	42,380,215	45,225	35,674,125	7,242	6,706,090
July	47,648	38,295,203	41,026	32,384,123	6,622	5,911,080
August.....	38,451	31,157,465	32,128	25,537,574	6,323	5,619,891
September	35,883	28,451,513	29,471	22,872,394	6,412	5,579,119
October	37,060	30,227,287	30,447	24,363,224	6,613	5,864,063
November.....	30,922	25,419,738	25,312	20,376,382	5,610	5,043,356
December	28,892	24,416,248	23,786	19,574,132	5,106	4,842,116

TABLE 6. Financing of Motor Vehicle Sales in Canada, by Province, 1952

Province	Total passenger and commercial			Passenger cars			Commercial vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$	\$		\$	\$		\$	\$
Total new and used vehicles									
Canada	620,354	639,689,155	1,031	500,704	477,490,953	954	119,650	162,198,202	1,356
Atlantic Provinces	54,721	50,613,473	925	41,352	36,728,557	888	13,369	13,884,916	1,039
Quebec	110,551	134,367,371	1,215	86,470	96,367,220	1,114	24,081	38,000,151	1,578
Ontario	258,198	241,208,632	934	221,646	194,874,586	879	36,552	46,334,046	1,268
Manitoba	32,281	31,200,630	967	25,978	23,879,979	919	6,303	7,320,651	1,161
Saskatchewan	39,803	41,554,432	1,044	28,647	27,316,090	954	11,156	14,238,342	1,276
Alberta	67,870	77,737,115	1,145	49,887	50,439,660	1,011	17,983	27,297,455	1,518
British Columbia	56,930	63,007,502	1,107	46,724	47,884,861	1,025	10,206	15,122,641	1,482
New vehicles									
Canada	172,587	292,454,398	1,695	124,879	194,422,171	1,557	47,708	98,032,227	2,055
Atlantic Provinces	14,142	22,359,705	1,581	9,737	14,813,058	1,521	4,405	7,546,647	1,713
Quebec	38,268	71,023,610	1,856	27,505	46,760,273	1,700	10,763	24,263,337	2,254
Ontario	62,090	98,068,984	1,579	48,257	71,270,393	1,477	13,833	26,798,591	1,937
Manitoba	9,035	13,940,844	1,542	6,593	9,595,905	1,455	2,442	4,344,939	1,779
Saskatchewan	12,518	20,896,578	1,669	7,952	12,052,167	1,516	4,566	8,844,411	1,937
Alberta	20,940	38,557,223	1,841	13,254	21,336,860	1,610	7,686	17,220,363	2,240
British Columbia	15,594	27,607,454	1,770	11,581	18,593,515	1,606	4,013	9,013,939	2,246
Used vehicles									
Canada	447,767	347,234,757	775	375,825	283,068,782	753	71,942	64,165,975	892
Atlantic Provinces	40,579	28,253,768	696	31,615	21,915,499	693	8,964	6,338,269	707
Quebec	72,283	63,343,761	876	58,965	49,606,947	841	13,318	13,736,814	1,031
Ontario	196,108	143,139,648	730	173,389	123,604,193	713	22,719	19,535,455	860
Manitoba	23,246	17,259,786	742	19,385	14,284,074	737	3,861	2,975,712	771
Saskatchewan	27,285	20,657,854	757	20,695	15,263,923	738	6,590	5,393,931	819
Alberta	46,930	39,179,892	835	36,633	29,102,800	794	10,297	10,077,092	979
British Columbia	41,336	35,400,048	856	35,143	29,291,346	833	5,193	6,108,702	986

TABLE 7. Number of Motor Vehicles Financed, by Provinces and Months, 1952

Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
New passenger cars								
Annual total	124,879	9,737	27,505	48,257	6,593	7,952	13,254	11,581
January	5,199	318	885	2,216	279	354	618	529
February	6,455	386	1,189	2,836	301	371	671	701
March	7,831	527	1,817	3,192	423	450	737	685
April	10,514	893	2,934	3,756	571	636	905	819
May	14,763	1,347	3,578	5,783	760	886	1,183	1,226
June	14,339	1,278	3,185	5,218	754	857	1,623	1,424
July	14,041	1,142	3,141	5,320	774	749	1,503	1,412
August	9,569	810	2,221	3,424	511	566	984	1,053
September	10,201	729	2,208	4,139	511	612	1,000	1,002
October	11,803	856	2,485	4,456	644	996	1,386	980
November	10,068	695	2,039	3,898	528	780	1,316	812
December	10,096	756	1,823	4,019	537	695	1,328	938
New commercial vehicles								
Annual total	47,708	4,405	10,763	13,833	2,442	4,566	7,686	4,013
January	2,701	253	625	862	142	183	385	251
February	2,911	224	650	1,050	156	154	399	278
March	3,458	275	900	1,013	180	232	467	391
April	4,530	418	1,220	1,300	212	397	609	374
May	5,449	528	1,571	1,479	276	481	685	429
June	4,887	500	1,148	1,374	239	427	817	382
July	4,285	437	905	1,277	227	399	656	384
August	3,758	371	806	949	208	441	662	321
September	3,989	355	767	1,127	227	518	655	340
October	4,449	364	857	1,259	222	548	864	335
November	3,887	344	696	1,102	197	439	827	282
December	3,404	336	618	1,041	156	347	660	246
Used passenger cars								
Annual total	375,825	31,615	58,965	173,389	19,385	20,695	36,633	35,143
January	15,945	1,019	1,970	8,248	737	743	1,494	1,734
February	21,747	1,523	2,725	10,869	1,088	936	2,135	2,471
March	27,559	2,079	4,153	13,153	1,411	1,311	2,611	2,841
April	36,215	3,203	6,467	15,923	2,027	2,156	3,556	2,883
May	46,964	4,137	8,029	22,183	2,419	2,576	3,813	3,807
June	45,225	3,945	7,454	20,256	2,281	2,607	4,788	3,894
July	41,026	3,638	6,557	19,088	2,056	2,114	3,787	3,786
August	32,128	2,884	5,200	14,433	1,567	1,662	3,104	3,278
September	29,471	2,563	4,546	13,371	1,559	1,590	2,818	3,024
October	30,447	2,467	4,877	13,470	1,651	1,827	3,241	2,914
November	25,312	2,054	3,683	11,349	1,361	1,777	2,814	2,274
December	23,786	2,103	3,304	11,046	1,228	1,396	2,472	2,237
Used commercial vehicles								
Annual total	71,942	8,964	13,318	22,719	3,861	6,590	10,297	6,193
January	3,847	444	701	1,359	192	239	506	406
February	4,131	471	710	1,481	215	279	576	399
March	5,176	569	906	1,764	296	343	773	525
April	7,099	838	1,433	2,239	394	636	1,011	548
May	7,761	992	1,651	2,473	383	699	961	602
June	7,242	1,047	1,499	2,207	352	569	1,045	523
July	6,622	942	1,231	2,056	381	551	894	567
August	6,323	786	1,168	1,898	304	724	904	539
September	6,412	801	1,091	1,915	397	742	877	589
October	6,613	800	1,137	2,116	359	657	1,003	541
November	5,610	657	946	1,671	303	640	944	449
December	5,106	617	845	1,540	285	511	803	505

CHART 2.

NUMBER OF MOTOR VEHICLE SALES FINANCED

THOUSANDS
OF VEHICLES

1932 - 1952



PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT

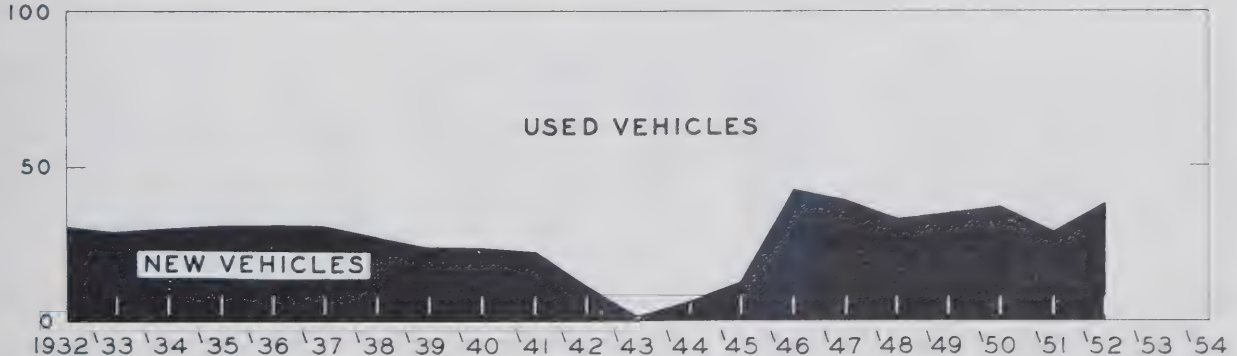


TABLE 8. Annual Financing of Motor Vehicle Sales in Canada, 1929-1952

Year	Total, new and used vehicles			New vehicles			Used vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$	\$		\$	\$		\$	\$
1929	164,131	88,165,531	537	71,582	48,104,523	672	92,549	40,061,008	433
1930	128,314	62,978,174	491	47,961	28,610,731	597	80,353	34,367,443	428
1931	98,623	41,941,254	425	33,988	20,869,547	614	64,635	21,071,707	326
1932	69,291	25,864,873	373	21,293	12,741,179	598	47,998	13,123,694	273
1933	54,238	20,158,788	372	15,880	10,030,368	632	38,358	10,128,420	264
1934	76,170	30,091,463	395	23,264	16,364,735	703	52,906	13,726,728	259
1935	100,178	40,251,521	402	31,950	22,410,656	701	68,228	17,840,865	261
1936	137,514	54,859,812	399	42,863	29,887,861	697	94,651	24,971,951	264
1937	177,898	75,850,173	426	56,247	40,664,675	723	121,651	35,185,498	289
1938	162,703	69,685,853	428	45,267	33,701,624	745	117,436	35,984,229	306
1939	153,107	62,768,746	410	37,320	27,852,627	746	115,787	34,916,119	302
1940	176,578	75,235,793	426	42,982	33,473,397	779	133,596	41,762,396	313
1941	182,419	84,716,783	464	41,032	34,887,591	850	141,387	49,829,192	352
1942	66,310	24,596,915	371	7,398	6,207,111	839	58,912	18,389,804	312
1943	39,573	14,892,566	376	1,077	1,254,878	1,165	38,496	13,637,688	354
1944	32,970	14,570,937	442	2,371	2,927,396	1,235	30,599	11,643,541	381
1945	27,986	14,437,182	516	3,630	4,934,456	1,359	24,356	9,502,726	390
1946	53,393	41,586,565	779	22,866	27,978,992	1,224	30,527	13,607,573	446
1947	118,867	108,744,758	915	46,700	65,422,230	1,401	72,167	43,322,528	600
1948	155,634	144,955,013	931	51,867	73,805,672	1,423	103,767	71,149,341	686
1949	232,988	219,184,030	941	81,502	115,511,459	1,417	151,486	103,672,571	684
1950	364,681	342,080,605	938	135,304	191,434,712	1,415	229,377	150,645,893	657
1951	423,830	376,671,305	889	126,255	191,202,909	1,514	297,575	185,468,396	623
1952	620,354	639,689,155	1,031	172,587	292,454,398	1,695	447,767	347,234,757	775

TABLE 9. Number of Motor Vehicles Financed in Canada, by Provinces, 1940-1952

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
New vehicles								
1940.....	42,982	2,864	7,544	16,486	8,596		4,825	2,667
1943.....	1,077	96	224	304	138		229	86
1944.....	2,371	298	532	528	290		530	193
1945.....	3,630	409	815	949	571		605	281
1946.....	22,866	2,117	4,712	9,416	1,281	1,373	2,289	1,678
1947.....	46,700	4,345	10,944	17,830	2,700	2,649	4,262	3,970
1948.....	51,867	4,993	12,955	20,322	2,506	2,528	4,290	4,273
1949.....	81,502	8,134	18,632	31,558	3,859	4,288	7,704	7,327
1950.....	135,304	12,160	28,804	50,039	7,319	9,076	13,982	13,924
1951.....	126,255	9,528	29,435	45,018	7,213	9,590	14,578	10,893
1952.....	172,587	14,142	38,268	62,090	9,035	12,518	20,940	15,594
1951								
Passenger.....	81,726	5,841	18,080	31,489	4,777	5,768	8,670	7,101
Commercial.....	44,529	3,687	11,355	13,529	2,436	3,822	5,908	3,792
1952								
Passenger.....	124,879	9,737	27,505	48,257	6,593	7,952	13,254	11,581
Commercial.....	47,708	4,405	10,763	13,833	2,442	4,566	7,686	4,013
Used vehicles								
1940.....	133,596	10,228	18,333	63,387	17,647		11,935	12,066
1943.....	38,496	1,227	3,881	19,555	4,930		4,258	4,645
1944.....	30,599	634	3,507	17,159	2,602		2,731	3,966
1945.....	24,356	540	3,608	13,679	1,717		2,032	2,780
1946.....	30,527	1,234	4,932	17,664	1,192	841	2,376	2,288
1947.....	72,167	4,037	11,184	39,473	3,263	2,031	5,291	6,888
1948.....	103,767	6,344	13,778	58,174	3,832	2,402	8,193	11,044
1949.....	151,486	12,412	20,156	80,114	5,535	4,869	13,352	15,048
1950.....	229,377	21,352	33,611	106,894	10,599	11,027	21,435	24,459
1951.....	297,575	28,220	45,020	132,211	14,715	17,458	30,455	29,496
1952.....	447,767	40,579	72,283	196,108	23,246	27,285	46,930	41,336
1951								
Passenger.....	239,140	20,694	34,250	112,737	11,613	12,842	22,868	24,136
Commercial.....	58,435	7,526	10,770	19,474	3,102	4,616	7,587	5,360
1952								
Passenger.....	375,825	31,615	58,965	173,389	19,385	20,695	36,633	35,143
Commercial.....	71,942	8,964	13,318	22,719	3,861	6,590	10,297	6,193

1. Includes Newfoundland from April 1949.

Sales and Financing of New Vehicles Compared

The proportion of new vehicle sales financed by sales finance and acceptance companies in 1952 stood at 43% compared to 33% in 1951 and represented the highest proportion yet reached since such statistics became available in 1932. Alberta

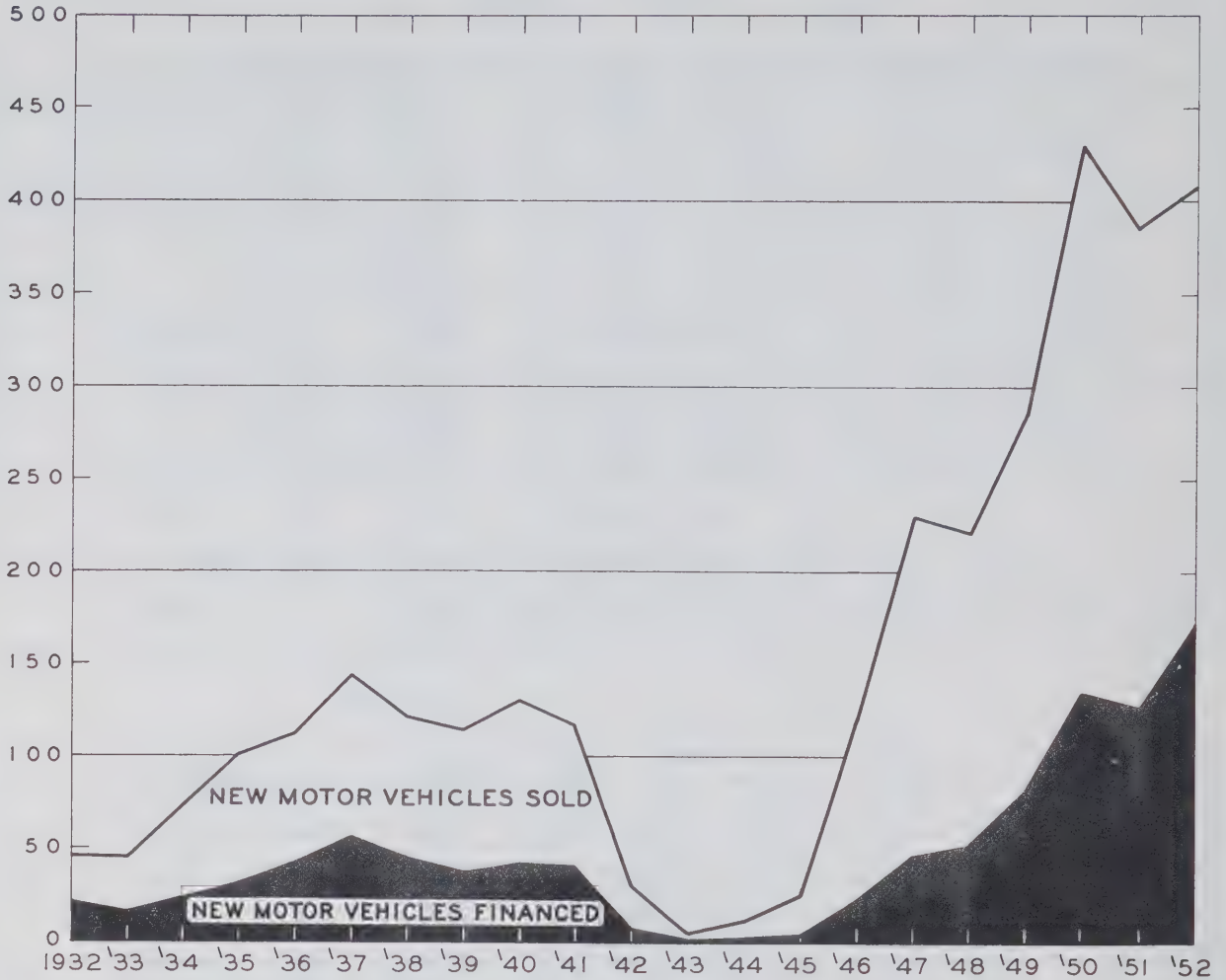
reported the highest proportion (51%) of new vehicle sales financed in 1952. In Quebec 49% of sales were financed, while proportions in other provinces ranged downward from 45% in the Atlantic Provinces to 38% in Saskatchewan.

TABLE 10. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1952

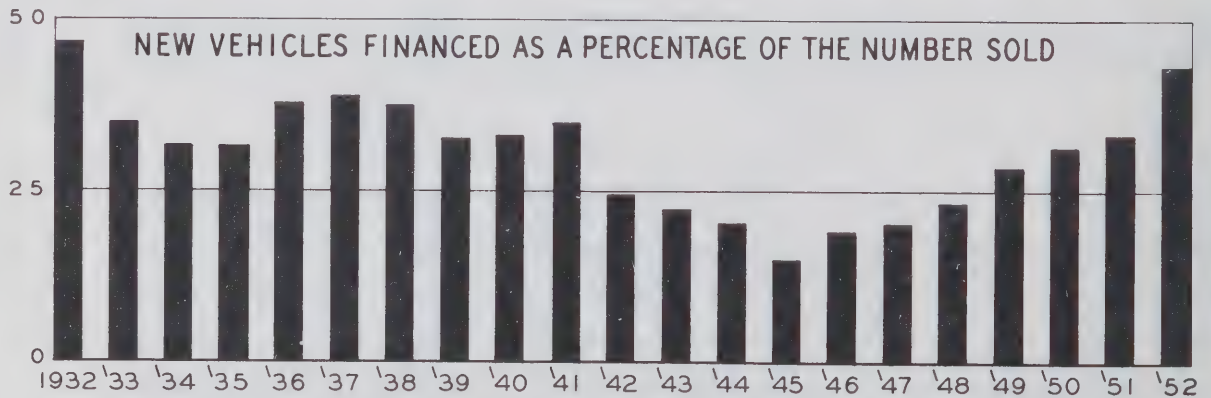
Province	Sales of new vehicles		Financing of sales of new vehicles			
	Number	Retail value	Number	% of total number sold	Amount of financing	% of value of total number sold
	\$		\$			
	Total vehicles					
Canada.....	400,777	1,002,615,841	172,587	43.1	292,454,398	29.2
Atlantic Provinces.....	31,277	74,187,821	14,142	45.2	22,359,705	30.1
Quebec.....	78,315	207,196,489	38,268	48.9	71,023,610	34.3
Ontario.....	159,542	399,285,496	62,090	38.9	98,068,984	24.6
Manitoba	22,592	55,214,210	9,035	40.0	13,940,844	25.2
Saskatchewan.....	32,878	79,169,971	12,518	38.1	20,896,578	26.4
Alberta.....	41,209	103,192,354	20,940	50.8	38,557,223	37.4
British Columbia	34,964	84,369,500	15,594	44.6	27,607,454	32.7
	Passenger cars					
Canada.....	292,095	725,167,630	124,879	42.8	194,422,171	26.8
Atlantic Provinces.....	21,531	51,990,632	9,737	45.2	14,813,058	28.5
Quebec.....	58,805	150,042,481	27,505	46.8	46,760,273	31.2
Ontario.....	124,587	310,735,388	48,257	38.7	71,270,393	22.9
Manitoba	16,337	40,076,647	6,593	40.4	9,595,905	23.9
Saskatchewan.....	19,480	48,204,826	7,952	40.8	12,052,167	25.0
Alberta	25,197	63,282,691	13,254	52.6	21,336,860	33.7
British Columbia	26,158	60,834,965	11,581	44.3	18,593,515	30.6
	Commercial vehicles					
Canada.....	108,682	277,448,211	47,708	43.9	98,032,227	35.3
Atlantic Provinces	9,746	22,197,189	4,405	45.2	7,546,647	34.0
Quebec	19,510	57,154,008	10,763	55.2	24,263,337	42.5
Ontario.....	34,955	88,550,108	13,833	39.6	26,798,591	30.3
Manitoba	6,255	15,137,563	2,442	39.0	4,344,939	28.7
Saskatchewan.....	13,398	30,965,145	4,566	34.1	8,844,411	28.6
Alberta.....	16,012	39,909,663	7,686	48.0	17,220,363	43.1
British Columbia	8,806	23,534,535	4,013	45.6	9,013,939	38.3

CHART 3.

NEW MOTOR VEHICLES SALES AND FINANCING 1932 — 1952

THOUSANDS
OF VEHICLES

PER CENT



SALES FOR 1944 AND 1945 OBTAINED FROM RECORDS OF VEHICLES RELEASED FROM THE RESERVE POOL.

TABLE 11. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and Months, 1952

Month	Canada			Atlantic provinces			Quebec			Ontario		
	Sold		Financed	Sold		Financed	Sold		Financed	Sold		Financed
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual total	400,777	172,587	43.1	31,277	14,142	45.2	78,315	38,268	48.9	159,542	62,090	38.9
January	20,311	7,900	38.9	1,403	571	40.7	4,029	1,510	37.5	7,698	3,078	40.0
February	25,131	9,366	37.3	1,997	610	30.5	4,778	1,839	38.5	10,488	3,886	37.1
March	32,764	11,289	34.5	2,642	802	30.4	6,731	2,717	40.4	13,537	4,205	31.1
April	41,046	15,044	36.7	3,626	1,311	36.2	9,221	4,154	45.0	16,093	5,056	31.4
May	50,143	20,212	40.3	4,391	1,875	42.7	10,042	5,149	51.3	20,385	7,262	35.6
June	43,171	19,226	44.5	3,357	1,778	53.0	8,512	4,333	50.9	16,726	6,592	39.4
July	38,133	18,326	48.1	3,059	1,579	51.6	6,739	4,046	60.0	15,825	6,597	41.7
August	26,829	13,327	49.7	2,066	1,181	57.2	5,243	3,027	57.7	8,967	4,373	48.8
September	31,936	14,190	44.4	2,346	1,084	46.2	5,646	2,975	52.7	13,066	5,266	40.3
October	33,889	16,252	48.0	2,468	1,220	49.4	6,995	3,342	47.8	12,745	5,715	44.8
November	32,176	13,955	43.4	2,024	1,039	51.3	5,318	2,735	51.4	15,104	5,000	33.1
December	25,248	13,500	53.5	1,898	1,092	57.5	5,061	2,441	48.2	8,908	5,060	56.8
	Manitoba			Saskatchewan			Alberta			British Columbia		
	Sold		Financed	Sold		Financed	Sold		Financed	Sold		Financed
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual Total	22,592	9,035	40.0	32,878	12,518	38.1	41,209	20,940	50.8	34,964	15,594	44.6
January	1,406	421	29.9	1,703	537	31.5	2,350	1,003	42.7	1,722	780	45.3
February	1,151	457	39.7	1,564	525	33.6	2,342	1,070	45.7	2,811	979	34.8
March	1,727	603	34.9	2,358	682	28.9	3,121	1,204	38.6	2,648	1,076	40.6
April	2,281	783	34.3	3,537	1,033	29.2	3,555	1,514	42.6	2,733	1,193	43.7
May	2,822	1,036	36.7	3,714	1,367	36.8	4,737	1,868	39.4	4,052	1,655	40.8
June	2,540	993	39.1	3,539	1,284	36.3	4,433	2,440	55.0	4,064	1,806	44.4
July	2,138	1,001	46.8	2,993	1,148	38.4	3,622	2,159	59.6	3,757	1,796	47.8
August	1,725	719	41.7	2,958	1,007	34.0	3,271	1,646	50.3	2,599	1,374	52.9
September	1,957	738	37.7	2,561	1,130	44.1	3,564	1,655	46.4	2,796	1,342	48.0
October	1,789	866	48.4	3,374	1,544	45.8	3,733	2,250	60.3	2,785	1,315	47.2
November	1,500	725	48.3	2,392	1,219	51.0	3,033	2,143	70.7	2,805	1,094	39.0
December	1,556	693	44.5	2,185	1,042	47.7	3,448	1,988	57.7	2,192	1,184	54.0



CANADA

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING 1953



Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I — Wholesale Statistics

- A — Wholesale Trade (not issued 1953)
- B — Operating Results of Food Wholesalers 25¢
- C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers 25¢
- D — 1 Operating Results of Automotive Parts and Accessories Wholesalers 25¢
 - 2 Operating Results of Drug Wholesalers 25¢
 - 3 Operating Results of Hardware Wholesalers 25¢
 - 4 Operating Results of Plumbing and Heating Equipment Wholesalers 25¢
 - 5 Operating Results of Household Appliance and Electrical Supply Wholesaler 25¢

Part II — Retail Statistics

- E — General Review — (Discontinued)
- F — Retail Trade 50¢
- G — Retail Chain Stores 50¢
- H — Operating Results of Chain Food Stores 25¢
- I — Operating Results of Chain Clothing Stores 25¢
- J — 1 Operating Results of Chain Variety Stores 25¢
 - 2 Operating Results of Chain Drug Stores 25¢
 - 3 Operating Results of Chain Furniture Stores 25¢
- *K — Operating Results of Independent Food Stores 25¢
- *L — Operating Results of Independent Clothing Stores 25¢
- *M — Operating Results of Independent Hardware, Furniture, Appliance and Radio Stores 25¢
- *N — Operating Results of Filling Stations and Garages 25¢
- *O — 1 Operating Results of Independent General Stores 25¢
 - 2 Operating Results of Independent Restaurants 25¢
 - 3 Operating Results of Independent Fuel Dealers 25¢
 - 4 Operating Results of Independent Drug Stores 25¢
 - 5 Operating Results of Independent Jewellery Stores 25¢
 - 6 Operating Results of Independent Tobacco Stores 25¢
- P — Retail Consumer Credit

Part III — Services and Special Fields

- Q — Laundries, Cleaners and Dyers 25¢
- R — Motion Picture Theatres, Exhibitors and Distributors 25¢
- S — Hotels 25¢
- T — Sales Financing 25¢
- U — Farm Implement and Equipment Sales 25¢
- V — New Motor Vehicle Sales and Motor Vehicle Financing 25¢
- W — Advertising Agencies (Memorandum) 25¢
- X — Motion Picture Production (Memorandum) 25¢

The reports are punched to permit filling in a ring binder.

* Biennial reports — not issued for 1953.

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Sales and Financing of New Vehicles Compared	V-15-17

NOTES

This bulletin summarizes the statistics published in the monthly series and contains revised figures for 1953.

RETAIL VALUE

The price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Duty is included in the retail value of imported vehicles. Freight charges from the factory to place of purchase are excluded.

COMMERCIAL VEHICLES

A term which is used for convenience in this report and is synonymous with the term "trucks and buses", which was used in earlier reports. Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

AMOUNT OF FINANCING

The deferred portion of the purchase price together with finance charges and insurance.

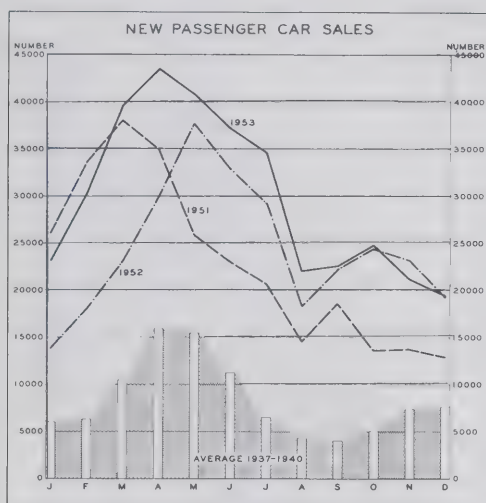
NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

1953

New Motor Vehicle Sales

Sales of new passenger cars, which swung upward early in 1952, continued to climb during 1953 reaching the highest peak yet attained in Canada. There were 359,172 units sold in 1953, 23% higher than the 292,095 cars sold in 1952 and 10% above the previous high of 324,903 units sold in 1950. A review of the sales by months for 1953 reveals substantial gains over 1952 during the first eight months of the year with a tapering off during the last quarter and an actual decline in sales in November.

The following chart shows the trend of monthly sales in each of the last three years.



Although sales of commercial vehicles showed gains over 1952 during the first four months of 1953, they declined during the balance of the year resulting in the smallest number sold in any year since 1949. Sales of commercial vehicles represented 22% of all vehicles sold in 1953 compared with 27% of the total in 1952.

Canadians spent more on new motor vehicles in 1953 than in any previous year. Total sales of new motor vehicles, passenger and commercial combined, numbered 462,526 units with a retail value of \$1,162,471,000 in 1953, 15% higher in number and 16% greater in value than the 400,777 new vehicles sold for \$1,003,662,000 in 1952.

Very little change was apparent in provincial distribution of passenger car and commercial vehicle sales between 1952 and 1953. Ontario and the Atlantic Provinces showed slight proportionate gains in both passenger car and commercial vehicle sales.

Percentage Distribution of New Motor Vehicles Sold, by Provinces, 1952 and 1953

Province	Passenger cars		Commercial vehicles	
	1952	1953	1952	1953
	%	%	%	%
Canada	100.0	100.0	100.0	100.0
Atlantic Provinces	7.4	7.5	9.0	9.4
Quebec	20.1	19.2	17.9	17.2
Ontario	42.6	44.0	32.2	34.3
Manitoba	5.6	5.4	5.8	5.6
Saskatchewan	6.7	6.7	12.3	12.1
Alberta	8.6	8.1	14.7	13.8
British Columbia	9.0	9.1	8.1	7.4

All provinces reported substantial increases in the number of passenger cars sold in 1953 compared with 1952. Ontario with a gain of 27% registered the highest increase while the smallest increase (15%) was reported by Alberta. The number of commercial vehicle sales, on the other hand, declined in all provinces except Ontario where a slight gain of 1% was reported.

Percentage Change in Number of New Vehicles Sold, by Provinces, 1953/52

Province	Passenger cars	Commercial vehicles
	%	%
Canada	+ 23.0	- 4.9
Atlantic Provinces	+ 25.4	- 0.1
Quebec	+ 17.2	- 8.9
Ontario	+ 26.9	+ 1.5
Manitoba	+ 17.8	- 4.8
Saskatchewan	+ 23.4	- 6.4
Alberta	+ 15.2	- 10.8
British Columbia	+ 25.6	- 13.7

Combined sales of trucks and buses numbered 103,354 in 1953, a drop of 5% from the 108,682 new commercial vehicles sold in 1952. Bus sales are combined with truck sales in the main tables of this report, but separate figures for buses are given in the following table. Sales of buses were 8% lower in number in 1953 than in 1952. While sales of buses fell off in Eastern Canada substantial gains were made in the Western provinces.

Sales of Buses in Canada 1952 and 1953

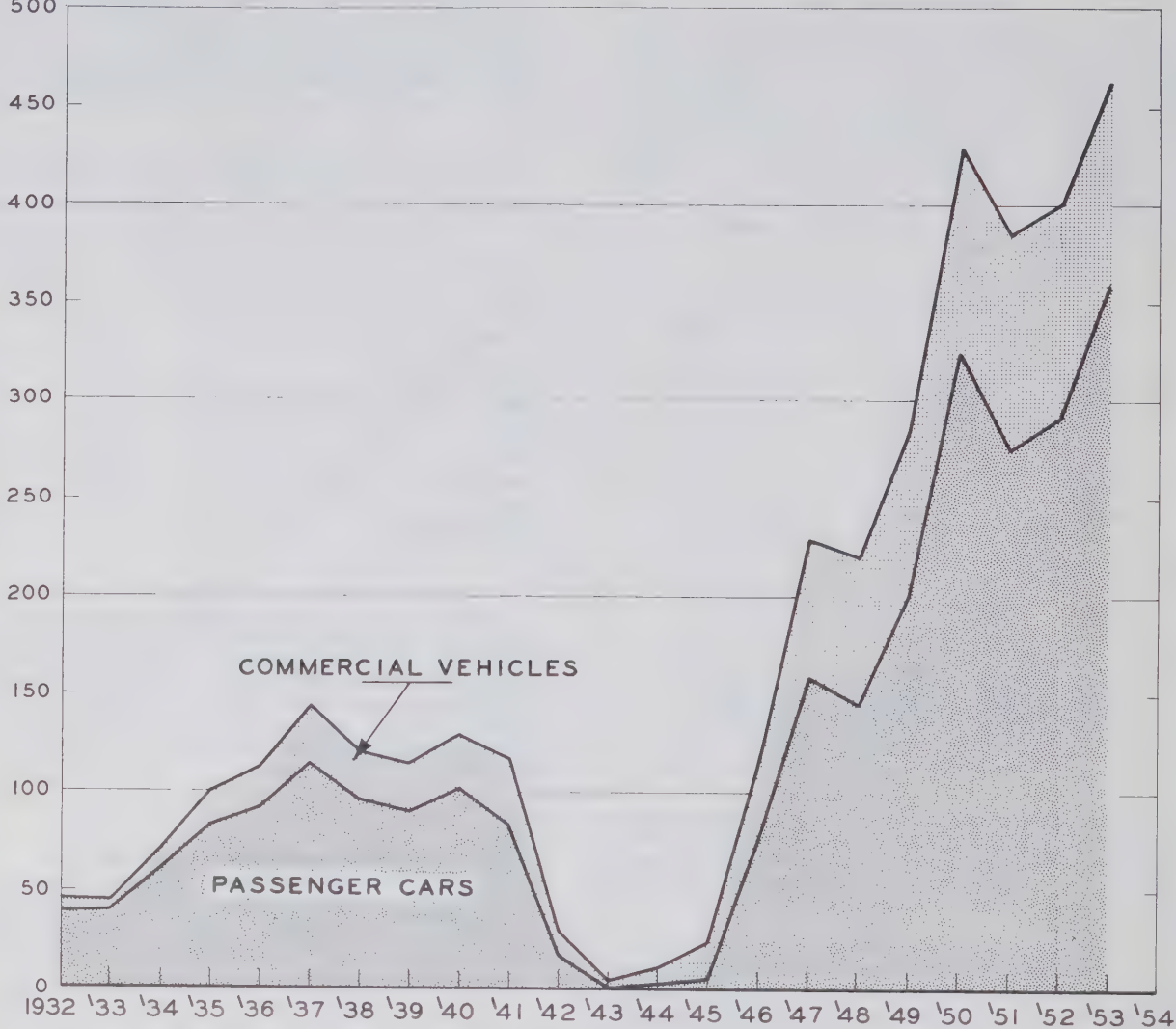
Month & Province	1952		1953	
	Number	Retail value	Number	Retail value
	\$000		\$000	
	By Months			
Annual Total	582	11,307	533	8,636
January	39	769	10	147
February	38	882	8	128
March	40	620	14	219
April	33	682	23	357
May	46	801	31	548
June	77	1,593	32	605
July	49	973	46	584
August	54	977	71	926
September	103	2,056	100	1,389
October	50	964	91	1,578
November	23	338	64	1,300
December	30	652	43	855
	By Provinces			
Canada	582	11,307	533	8,636
Atlantic Provinces	43	686	25	144
Quebec	315	7,020	194	3,814
Ontario	137	2,013	172	3,007
Manitoba	57	978	58	1,025
Saskatchewan	—	—	19	97
Alberta	22	465	41	392
British Columbia	8	115	24	157

CHART I.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

THOUSANDS
OF VEHICLES
500

1932 - 1953



PER CENT PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

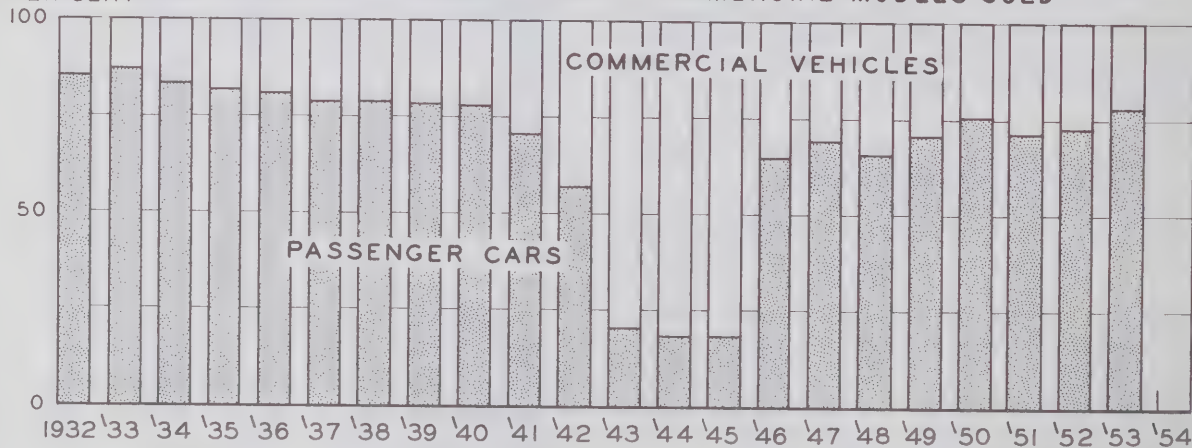


TABLE 1. Number of New Motor Vehicles Sold in Canada, by Provinces and by Months, 1953

Month	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Canada	
											Number	Retail value
	Total Vehicles											\$000
Annual total	5,901	2,210	15,498	13,119	86,684	193,564	25,207	36,580	43,314	40,449	462,526	1,162,471
January	304	143	967	763	5,119	12,203	2,181	2,622	3,184	2,717	30,203	75,031
February	443	150	1,182	1,043	7,038	16,465	2,104	2,471	3,752	3,880	38,528	96,516
March	476	250	1,815	1,764	9,718	21,705	2,394	3,459	4,481	3,937	49,999	124,814
April	780	295	2,061	1,524	12,721	20,715	3,516	4,496	5,341	4,812	56,261	140,674
May	720	283	1,628	1,679	10,646	22,368	2,872	4,143	4,593	4,046	52,978	133,302
June	835	230	1,598	1,547	8,555	19,215	2,568	3,862	4,377	3,904	46,691	118,005
July	527	228	1,521	1,105	7,388	18,576	2,161	3,333	3,909	4,053	42,801	106,789
August	386	129	868	630	5,082	12,659	1,270	2,581	2,555	2,880	29,040	73,145
September	347	103	869	837	5,983	12,467	1,611	2,402	2,550	2,860	30,029	75,755
October	289	156	904	656	5,482	14,614	1,801	2,747	3,045	3,087	32,781	82,769
November	359	112	1,083	758	5,058	12,480	1,297	2,171	2,535	2,287	28,140	71,750
December	435	131	1,002	813	3,894	10,097	1,432	2,293	2,992	1,986	25,075	63,921
	Passenger Cars											
Annual total	4,095	1,454	11,660	9,786	68,919	158,087	19,253	24,037	29,028	32,853	359,172	899,726
January	222	101	726	512	4,261	9,761	1,651	1,586	2,060	2,262	23,142	57,124
February	288	89	919	821	5,771	13,315	1,665	1,766	2,571	3,077	30,282	76,212
March	337	166	1,439	1,366	8,026	17,652	2,013	2,404	2,959	3,245	39,607	99,475
April	511	186	1,582	1,124	9,826	17,406	3,497	2,837	3,614	3,936	43,519	109,848
May	505	194	1,136	1,232	8,428	17,784	2,200	2,766	3,222	3,316	40,783	103,295
June	642	140	1,185	1,269	6,976	16,100	2,012	2,744	3,070	3,089	37,227	93,836
July	375	158	1,250	857	6,001	15,857	1,701	2,247	2,743	3,405	34,594	85,738
August	266	86	653	414	4,003	10,302	856	1,406	1,660	2,370	22,016	54,904
September	237	65	634	633	4,545	10,008	1,150	1,499	1,455	2,269	22,495	55,762
October	155	93	626	419	4,154	11,655	1,436	1,870	1,957	2,458	24,823	61,284
November	227	79	820	536	3,798	10,060	941	1,345	1,573	1,857	21,236	53,307
December	330	97	690	603	3,130	8,187	1,131	1,567	2,144	1,569	19,448	48,941
	Commercial Vehicles											
Annual total	1,806	756	3,838	3,333	17,765	35,477	5,954	12,543	14,286	7,596	103,354	262,745
January	82	42	241	251	858	2,442	530	1,036	1,124	455	7,061	17,907
February	155	61	263	222	1,267	3,150	439	705	1,181	803	8,246	20,304
March	139	84	376	398	1,692	4,053	381	1,055	1,522	692	10,392	25,339
April	269	109	479	400	2,895	3,309	1,019	1,659	1,727	876	12,742	30,826
May	215	89	492	447	2,218	4,584	672	1,377	1,371	730	12,195	30,007
June	193	90	413	278	1,579	3,115	556	1,118	1,307	815	9,464	24,169
July	152	70	271	248	1,387	2,719	460	1,086	1,166	648	8,207	21,051
August	120	43	215	216	1,079	2,357	414	1,175	895	510	7,024	18,241
September	110	38	235	204	1,438	2,459	461	903	1,095	591	7,534	19,993
October	134	63	278	237	1,328	2,959	365	877	1,088	629	7,958	21,485
November	132	33	263	222	1,260	2,420	356	826	962	430	6,904	18,443
December	105	34	312	210	764	1,910	301	726	848	417	5,627	14,980

TABLE 2. New Motor Vehicle Sales in Canada, by Provinces, 1953

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$000		\$000		\$000
Canada.....	462,526	1,162,471	359,172	899,726	103,354	262,745
Newfoundland	5,901	13,538	4,095	9,672	1,806	3,866
Prince Edward Island	2,210	5,075	1,454	3,501	756	1,574
Nova Scotia.....	15,498	36,589	11,660	28,347	3,838	8,242
New Brunswick.....	13,119	31,479	9,786	24,108	3,333	7,371
Quebec.....	86,684	228,224	68,919	178,190	17,765	50,034
Ontario.....	193,564	487,659	158,087	394,864	35,477	92,795
Manitoba	25,207	62,733	19,253	47,594	5,954	15,139
Saskatchewan	36,580	90,367	24,037	61,398	12,543	28,969
Alberta.....	43,314	108,396	29,028	73,163	14,286	35,233
British Columbia	40,449	98,411	32,853	78,889	7,596	19,522

TABLE 3. Annual Sales of New Motor Vehicles in Canada, 1940-1953

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value		Number	Retail value		Number	Retail value	
		Total	Average purchase price		Total	Average purchase price		Total	Average purchase price
		\$000	\$		\$000	\$		\$000	\$
1940	130,552	148,845	1,140	101,789	114,929	1,129	28,763	33,916	1,179
1943	4,798	7,557	1,575	984	1,378	1,401	3,814	6,179	1,620
1946	120,044	193,329	1,611	77,742	120,325	1,548	42,302	73,003	1,726
1947	230,255	416,237	1,808	159,205	283,190	1,779	71,050	133,047	1,873
1948	221,300	439,217	1,985	145,655	282,904	1,942	75,645	156,313	2,066
1949	286,341	588,725	2,056	202,318	412,298	2,038	84,023	176,427	2,100
1950	429,695	885,669	2,061	324,903	661,674	2,037	104,792	223,995	2,138
1951	385,648	950,160	2,464	275,686	683,183	2,478	109,962	266,977	2,428
1952	400,777	1,003,662	2,504	292,095	725,168	2,483	108,682	278,495	2,562
1953	462,526	1,162,471	2,513	359,172	899,726	2,505	103,354	262,745	2,542

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces, 1940-1953

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Passenger cars								
1940	101,789	7,899	18,220	48,777	5,819	6,936	7,264	6,874
1946	77,742	6,388	14,376	37,070	3,717	5,140	5,194	5,857
1947	159,205	12,232	28,833	73,160	8,467	10,511	11,952	14,050
1948	145,655	11,142	26,266	67,000	8,190	9,562	10,959	12,536
1949	202,318	15,850	36,782	90,272	11,081	13,081	14,994	20,258
1950	324,903	25,767	57,643	142,972	16,921	19,184	25,908	36,508
1951	275,686	19,176	52,786	121,479	16,668	18,013	22,448	25,116
1952	292,095	21,531	58,805	124,587	16,337	19,480	25,197	26,158
1953	359,172	26,995	68,919	158,087	19,253	24,037	29,028	32,853
Commercial vehicles								
1940	28,763	3,042	5,064	9,327	1,896	4,663	2,927	1,844
1946	42,302	4,463	7,243	15,710	2,722	4,588	4,236	3,340
1947	71,050	7,632	13,133	25,135	4,511	7,032	7,617	5,990
1948	75,645	7,070	14,510	27,472	4,751	7,274	7,889	6,679
1949	84,023	7,460	14,192	29,480	6,208	9,280	10,611	6,792
1950	104,792	8,508	18,335	37,272	6,681	12,222	13,375	8,399
1951	109,962	8,874	20,216	37,792	6,813	12,411	14,510	9,346
1952	108,682	9,746	19,510	34,955	6,255	13,398	16,012	8,806
1953	103,354	9,733	17,765	35,477	5,954	12,543	14,286	7,596

1. Includes Newfoundland from April 1949.

Financing of Motor Vehicle Sales

The figures presented in the following tables cover the financing of used, as well as new vehicle sales. Financing of sales of motor vehicles reached a new high in 1953 when 640,512 vehicles were financed to the extent of \$725,545,000. These figures represent an increase of 3% in number and 13% in value over the 620,354 vehicles financed for \$639,689,000 in 1952.

Both new and used passenger car sales were financed to a greater extent in 1953, than in 1952. In 1953 there were

146,431 new passenger cars financed for \$252,160,000, 17% in number and 30% in value above the 1952 level of 124,879 new cars financed to the extent of \$194,422,000. Used passenger cars financed in 1953 were 2% higher in number and 13% greater in amount of financing than in 1952.

Following the same trend as sales, financing of new commercial vehicles declined 11% in number and 8% in amount compared with 1952. Used commercial vehicle financing showed smaller declines of 4% in number and 2% in amount.

Percentage Change in Number of Vehicle Sales Financed by Provinces, 1953/52

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	+ 17.3	- 10.7	+ 1.7	- 3.6
Atlantic Provinces	+ 23.1	+ 0.8	+ 10.1	+ 5.3
Quebec	+ 17.8	- 20.9	+ 12.3	- 8.4
Ontario	+ 20.9	- 6.2	- 2.1	- 6.1
Manitoba	+ 11.5	- 12.4	- 5.9	- 8.5
Saskatchewan	+ 5.2	- 12.1	+ 2.5	- 4.7
Alberta	+ 14.6	- 5.5	+ 2.1	+ 2.6
British Columbia	+ 10.3	- 18.5	- 1.8	- 3.0

Financing statistics reported in this survey apply only to the activities of acceptance companies. They do not include financing of motor vehicles through other sources, such as loans made by banks, insurance companies or small loan companies.

The average amount of financing on both new and used passenger cars and commercial vehicles was higher in 1953 than in 1952 as shown in the following table.

Average Financed Value of Motor Vehicles in Canada by Provinces, 1952 and 1953

Province	New vehicles					
	Passenger			Commercial		
	1952	1953	% Change	1952	1953	% Change
	\$	\$	%	\$	\$	%
Canada	1,557	1,722	+ 10.6	2,055	2,114	+ 2.9
Atlantic Provinces	1,521	1,674	+ 10.1	1,713	1,790	+ 4.5
Quebec	1,700	1,858	+ 9.3	2,254	2,312	+ 2.6
Ontario	1,477	1,655	+ 12.1	1,937	1,970	+ 1.7
Manitoba	1,455	1,648	+ 13.3	1,779	1,919	+ 7.9
Saskatchewan	1,516	1,668	+ 10.0	1,937	2,008	+ 3.7
Alberta	1,610	1,772	+ 10.1	2,240	2,348	+ 4.8
British Columbia	1,606	1,748	+ 8.8	2,246	2,344	+ 4.4
	Used vehicles					
	Passenger			Commercial		
	1952	1953	% Change	1952	1953	% Change
	\$	\$	%	\$	\$	%
Canada	753	838	+ 11.3	892	908	+ 1.8
Atlantic Provinces	693	757	+ 9.2	707	739	+ 4.5
Quebec	841	896	+ 6.5	1,031	977	- 5.2
Ontario	713	810	+ 13.6	860	863	+ 0.3
Manitoba	737	838	+ 13.7	771	831	+ 7.8
Saskatchewan	738	792	+ 7.3	819	897	+ 9.5
Alberta	794	875	+ 10.2	979	1,026	+ 4.8
British Columbia	833	936	+ 12.4	986	1,042	+ 5.7

TABLE 5. Financing of Motor Vehicle Sales in Canada, by months, 1953

	Total passenger and commercial		Passenger cars		Commercial vehicles	
	Number	Amount of financing	Number	Amount of financing	Number	Amount of financing
	\$000		\$000		\$000	
	Total new and used vehicles					
Annual total.....	640,512	725,545	528,537	572,481	111,975	153,064
January.....	36,733	41,976	30,049	32,571	6,684	9,405
February.....	41,033	46,456	34,262	36,984	6,771	9,472
March.....	57,640	65,601	48,253	52,869	9,387	12,732
April.....	70,778	80,230	58,450	63,449	12,328	16,781
May.....	68,287	78,783	56,150	61,085	12,137	17,698
June.....	68,282	77,168	56,953	61,490	11,229	15,678
July.....	65,857	73,406	55,554	59,801	10,303	13,605
August.....	53,278	59,803	44,221	47,741	9,057	12,062
September.....	48,154	53,364	38,683	41,295	9,471	12,069
October.....	49,876	56,827	40,662	44,383	9,214	12,444
November.....	43,430	48,832	35,160	37,922	8,270	10,910
December.....	37,264	43,099	30,140	32,891	7,124	10,208
	New vehicles					
Annual total.....	189,052	342,247	146,431	252,160	42,621	90,087
January.....	11,497	20,151	8,821	14,676	2,676	5,475
February.....	12,311	21,671	9,625	16,066	2,686	5,605
March.....	17,821	31,160	14,112	23,717	3,709	7,443
April.....	21,567	38,004	16,525	27,793	5,042	10,211
May.....	19,844	36,735	14,978	25,878	4,866	10,857
June.....	19,238	35,432	14,920	26,180	4,318	9,252
July.....	18,609	33,725	14,866	25,941	3,743	7,784
August.....	14,974	27,624	11,747	20,771	3,227	6,853
September.....	13,336	24,447	9,968	17,611	3,368	6,836
October.....	15,328	28,281	11,932	20,827	3,396	7,454
November.....	13,286	23,744	10,255	17,508	3,031	6,236
December.....	11,241	21,273	8,682	15,192	2,559	6,081
	Used vehicles					
Annual total.....	451,460	383,298	382,106	320,321	69,354	62,977
January.....	25,236	21,825	21,228	17,895	4,008	3,930
February.....	28,722	24,785	24,637	20,918	4,085	3,867
March.....	39,819	34,441	34,141	29,152	5,678	5,289
April.....	49,211	42,226	41,925	35,656	7,286	6,570
May.....	48,443	42,048	41,172	35,207	7,271	6,841
June.....	48,944	41,736	42,033	35,310	6,911	6,426
July.....	47,248	39,681	40,688	33,860	6,560	5,821
August.....	38,304	32,179	32,474	26,970	5,830	5,209
September.....	34,818	28,917	28,715	23,684	6,103	5,233
October.....	34,548	28,546	28,730	23,556	5,818	4,990
November.....	30,144	25,088	24,905	20,414	5,239	4,674
December.....	26,023	21,826	21,458	17,699	4,565	4,127

TABLE 6. Financing of Motor Vehicle Sales in Canada, by Provinces, 1953

Province	Total passenger and commercial			Passenger cars			Commercial vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
Total new and used vehicles									
Canada	640,512	725,545	1,133	528,537	572,481	1,083	111,975	153,064	1,367
Atlantic Provinces	60,678	61,323	1,011	46,796	46,400	992	13,882	14,923	1,075
Quebec	119,317	151,133	1,267	98,603	119,537	1,212	20,714	31,596	1,525
Ontario	262,404	278,097	1,060	228,097	234,108	1,026	34,307	43,989	1,282
Manitoba	31,258	34,441	1,102	25,588	27,401	1,071	5,670	7,040	1,242
Saskatchewan	39,877	44,454	1,115	29,584	30,764	1,040	10,293	13,690	1,330
Alberta	70,430	87,557	1,243	52,596	59,654	1,134	17,834	27,903	1,565
British Columbia	56,548	68,540	1,212	47,273	54,617	1,155	9,275	13,923	1,501
New vehicles									
Canada	189,052	342,247	1,810	146,431	252,160	1,722	42,621	90,087	2,114
Atlantic Provinces	16,426	28,010	1,705	11,984	20,059	1,674	4,442	7,951	1,790
Quebec	40,910	79,875	1,952	32,400	60,202	1,858	8,510	19,673	2,312
Ontario	71,343	122,162	1,712	58,361	96,584	1,655	12,982	25,578	1,970
Manitoba	9,489	16,217	1,709	7,350	12,113	1,648	2,139	4,104	1,919
Saskatchewan	12,382	22,014	1,778	8,368	13,955	1,668	4,014	8,059	2,008
Alberta	22,460	43,978	1,958	15,195	26,918	1,772	7,265	17,060	2,348
British Columbia	16,042	29,991	1,870	12,773	22,329	1,748	3,269	7,662	2,344
Used vehicles									
Canada	451,460	383,298	849	382,106	320,321	838	69,354	62,977	908
Atlantic Provinces	44,252	33,313	753	34,812	26,341	757	9,440	6,972	739
Quebec	78,407	71,258	909	66,203	59,335	896	12,204	11,923	977
Ontario	191,061	155,935	816	169,736	137,524	810	21,325	18,411	863
Manitoba	21,769	18,224	837	18,238	15,288	838	3,531	2,936	831
Saskatchewan	27,495	22,440	816	21,216	16,809	792	6,279	5,631	897
Alberta	47,970	43,579	908	37,401	32,736	875	10,569	10,843	1,026
British Columbia	40,506	38,549	952	34,500	32,288	936	6,006	6,261	1,042

TABLE 7. Number of Motor Vehicles Financed, by Provinces and Months, 1953

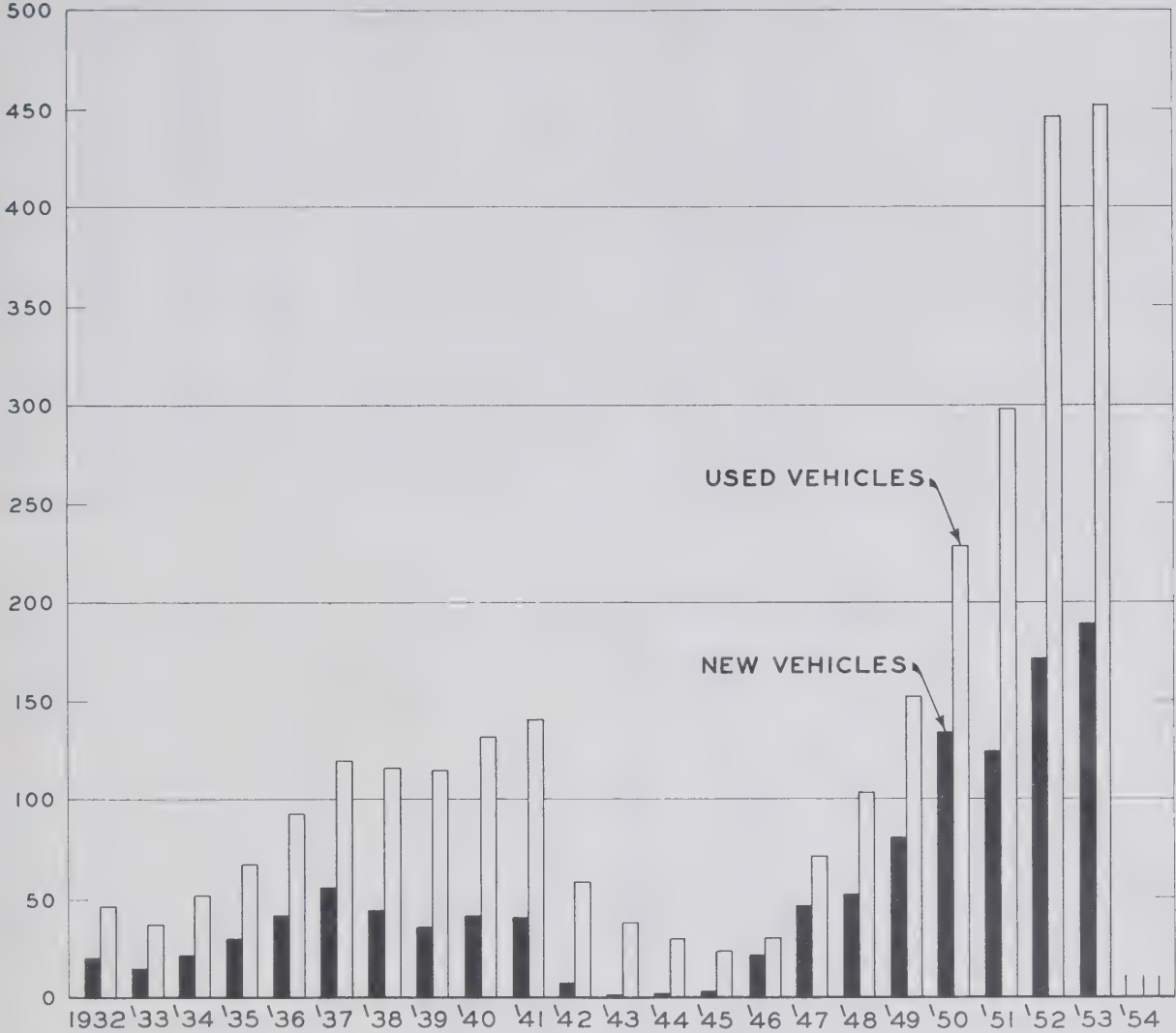
Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
New passenger cars								
Annual total	146,431	11,984	32,400	58,361	7,350	8,368	15,195	12,773
January	8,821	595	1,771	3,668	467	496	993	831
February	9,625	710	1,952	3,986	481	500	996	1,000
March	14,112	1,174	3,281	5,750	714	669	1,319	1,205
April	16,525	1,451	4,203	6,060	832	870	1,649	1,460
May	14,978	1,332	3,771	5,643	808	804	1,472	1,148
June	14,920	1,283	3,401	5,841	780	841	1,568	1,206
July	14,866	1,342	3,210	5,951	706	813	1,575	1,269
August	11,747	987	2,482	4,686	518	631	1,273	1,170
September	9,968	819	2,186	4,066	456	521	990	930
October	11,932	832	2,549	4,845	731	865	1,162	948
November	10,255	768	1,997	4,253	504	732	1,145	856
December	8,632	691	1,597	3,612	353	626	1,053	750
New commercial vehicles								
Annual total	42,621	4,442	8,510	12,982	2,139	4,014	7,265	3,269
January	2,676	256	530	839	116	265	486	184
February	2,686	245	486	854	134	222	504	241
March	3,709	396	717	1,132	163	277	657	355
April	5,042	584	1,145	1,477	227	407	851	347
May	4,866	543	1,081	1,382	270	467	811	311
June	4,318	475	797	1,341	224	273	739	359
July	3,743	426	707	1,169	200	338	595	308
August	3,227	305	637	922	152	260	578	273
September	3,368	359	631	998	193	270	549	265
October	3,396	307	689	1,045	192	357	567	237
November	3,031	274	584	1,010	157	301	497	206
December	2,559	272	506	813	107	247	431	183
Used passenger cars								
Annual total	382,106	34,812	66,203	169,736	18,238	21,216	37,401	34,500
January	21,228	1,661	2,764	10,293	1,052	1,159	2,164	2,135
February	24,637	1,979	3,595	11,518	1,139	1,219	2,532	2,655
March	34,141	3,209	6,156	15,207	1,533	1,706	3,172	3,158
April	41,925	4,000	8,414	17,633	2,143	2,311	4,043	3,381
May	41,172	3,806	7,898	18,130	2,225	2,360	3,597	3,356
June	42,033	3,721	7,487	18,924	2,123	2,302	3,996	3,480
July	40,688	3,657	7,227	18,295	1,835	2,193	3,850	3,631
August	32,474	2,931	5,479	14,383	1,477	1,779	3,275	3,150
September	28,715	2,876	4,754	12,513	1,351	1,526	2,947	2,748
October	28,730	2,706	4,872	12,476	1,412	1,820	2,931	2,513
November	24,905	2,166	4,063	11,028	1,143	1,670	2,689	2,146
December	21,458	2,100	3,494	9,336	805	1,371	2,205	2,147
Used commercial vehicles								
Annual total	69,354	9,440	12,204	21,325	3,531	6,279	10,569	6,006
January	4,008	505	604	1,368	240	350	591	350
February	4,085	512	613	1,351	200	309	657	443
March	5,678	769	993	1,814	233	415	892	562
April	7,286	1,011	1,400	2,169	339	658	1,135	574
May	7,271	985	1,500	2,188	360	667	1,025	546
June	6,911	978	1,257	2,220	331	538	984	603
July	6,560	971	1,156	2,045	307	531	979	571
August	5,830	763	971	1,737	307	608	927	517
September	6,103	869	1,033	1,789	341	626	921	524
October	5,818	794	1,009	1,795	325	544	853	498
November	5,239	682	868	1,497	314	585	868	425
December	4,565	601	800	1,352	234	448	737	393

CHART 2.

NUMBER OF MOTOR VEHICLE SALES FINANCED

THOUSANDS
OF VEHICLES

1932 - 1953



PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT



TABLE 8. Annual Financing of Motor Vehicle Sales in Canada, 1930-1953

Year	Total, new and used vehicles			New vehicles			Used vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
1930.....	128,314	62,978	491	47,961	28,611	597	80,353	34,367	428
1931.....	98,623	41,941	425	33,988	20,869	614	64,635	21,072	326
1932.....	69,291	25,865	373	21,293	12,741	598	47,998	13,124	273
1933.....	54,238	20,159	372	15,880	10,030	632	38,358	10,128	264
1934.....	76,170	30,091	395	23,264	16,365	703	52,906	13,727	259
1935.....	100,178	40,252	402	31,950	22,411	701	68,228	17,841	261
1936.....	137,514	54,860	399	42,863	29,888	697	94,651	24,972	264
1937.....	177,898	75,850	426	56,247	40,665	723	121,651	35,185	289
1938.....	162,703	69,686	428	45,267	33,702	745	117,436	35,984	306
1939.....	153,107	62,769	410	37,320	27,853	746	115,787	34,916	302
1940.....	176,578	75,236	426	42,982	33,473	779	133,596	41,762	313
1941.....	182,419	84,717	464	41,032	34,887	850	141,387	49,829	352
1942.....	66,310	24,597	371	7,398	6,207	839	58,912	18,390	312
1943.....	39,573	14,893	376	1,077	1,255	1,165	38,496	13,638	354
1944.....	32,970	14,571	442	2,371	2,927	1,235	30,599	11,644	381
1945.....	27,986	14,437	516	3,630	4,934	1,359	24,356	9,503	390
1946.....	53,393	41,586	779	22,866	27,979	1,224	30,527	13,608	446
1947.....	118,867	108,745	915	46,700	65,422	1,401	72,167	43,322	600
1948.....	155,634	144,955	931	51,867	73,806	1,423	103,767	71,149	686
1949.....	232,988	219,184	941	81,502	115,511	1,417	151,486	103,673	684
1950.....	364,681	342,081	938	135,304	191,435	1,415	229,377	150,646	657
1951.....	423,830	376,671	889	126,255	191,203	1,514	297,575	185,468	623
1952.....	620,354	639,689	1,031	172,587	292,454	1,695	447,767	347,235	775
1953.....	640,512	725,545	1,133	189,052	342,247	1,810	451,460	383,298	849

TABLE 9. Number of Motor Vehicles Financed in Canada, by Provinces, 1940-1953

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
New vehicles								
1940.....	42,982	2,864	7,544	16,486	8,596		4,825	2,667
1943.....	1,077	96	224	304	138		229	86
1944.....	2,371	298	532	528	290		530	193
1945.....	3,630	409	815	949	571		605	281
1946.....	22,866	2,117	4,712	9,416	1,281	1,373	2,289	1,678
1947.....	46,700	4,345	10,944	17,830	2,700	2,649	4,262	3,970
1948.....	51,867	4,993	12,955	20,322	2,506	2,528	4,290	4,273
1949.....	81,502	8,134	18,632	31,558	3,859	4,288	7,704	7,327
1950.....	135,304	12,160	28,804	50,039	7,319	9,076	13,982	13,924
1951.....	126,255	9,528	29,435	45,018	7,213	9,590	14,578	10,893
1952.....	172,587	14,142	38,268	62,090	9,035	12,518	20,940	15,594
1953.....	189,052	16,426	40,910	71,343	9,489	12,382	22,460	16,042
1952								
Passenger.....	124,879	9,737	27,505	48,257	6,593	7,952	13,254	11,581
Commercial.....	47,708	4,405	10,763	13,833	2,442	4,566	7,686	4,013
1953								
Passenger.....	146,431	11,984	32,400	58,361	7,350	8,368	15,195	12,773
Commercial.....	42,621	4,442	8,510	12,982	2,139	4,014	7,265	3,269
Used vehicles								
1940.....	133,596	10,228	18,333	63,387	17,617		11,935	12,066
1943.....	38,496	1,227	3,881	19,555	4,930		4,258	4,645
1944.....	30,599	634	3,507	17,159	2,602		2,731	3,966
1945.....	24,356	540	3,608	13,679	1,717		2,032	2,780
1946.....	30,527	1,234	4,932	17,664	1,192	841	2,376	2,288
1947.....	72,167	4,037	11,184	39,473	3,263	2,031	5,291	6,888
1948.....	103,767	6,344	13,778	58,174	3,832	2,402	8,193	11,044
1949.....	151,486	12,412	20,156	80,114	5,535	4,869	13,352	15,048
1950.....	229,377	21,352	33,611	106,894	10,599	11,027	21,435	24,459
1951.....	297,575	28,220	45,020	132,211	14,715	17,458	30,455	29,496
1952.....	447,767	40,579	72,283	196,108	23,246	27,285	46,930	41,336
1953.....	451,460	44,252	78,407	191,061	21,769	27,495	47,970	40,506
1952								
Passenger.....	375,825	31,615	58,965	173,389	19,385	20,695	36,633	35,143
Commercial.....	71,942	8,964	13,318	22,719	3,861	6,590	10,297	6,193
1953								
Passenger.....	382,106	34,812	66,203	169,736	18,238	21,216	37,401	34,500
Commercial.....	69,354	9,440	12,204	21,325	3,531	6,279	10,569	6,006

1. Includes Newfoundland from April 1949.

Sales and Financing of New Vehicles Compared

Approximately 41% of all new vehicles sold in 1953 were financed by sales finance and acceptance companies. This proportion was slightly lower than the 43% reached in 1952. Alberta, with 52% of new vehicle sales financed, again had the

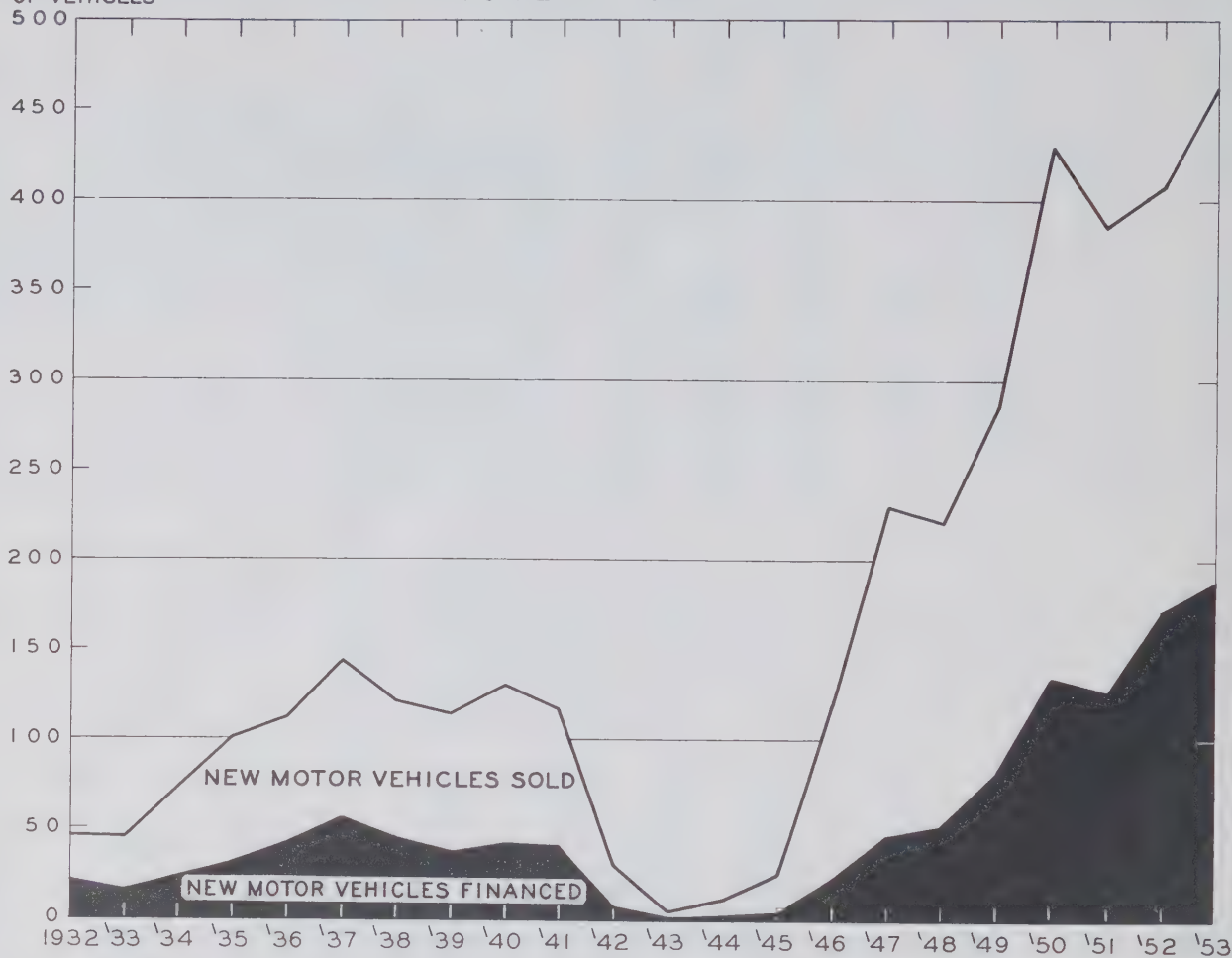
highest proportion of any province. Quebec reported 47% of sales financed, while proportions in other provinces ranged downward from 45% in the Atlantic Provinces to 34% in Saskatchewan.

TABLE 10. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1953

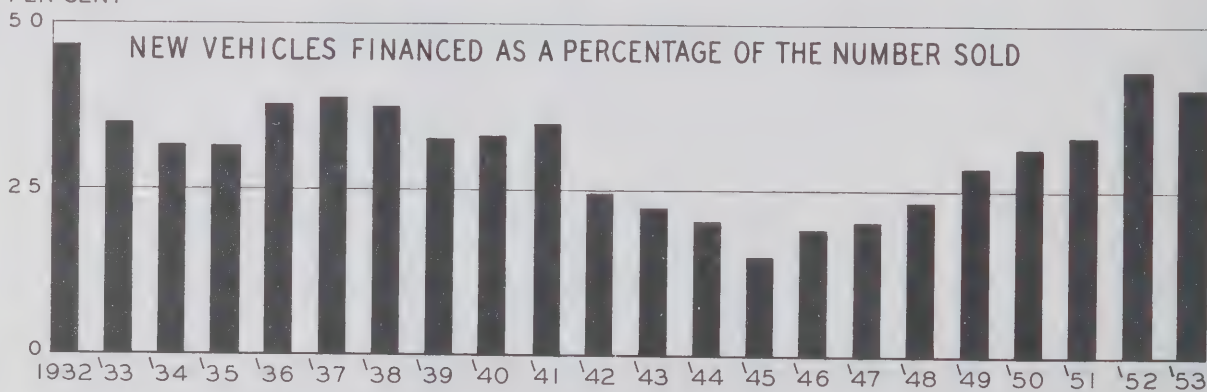
Province	Sales of new vehicles		Financing of sales of new vehicles			
	Number	Retail value	Number	% of total number sold	Amount of financing	% of value of total number sold
	\$000		%		\$000	%
	Total vehicles					
Canada	462,526	1,162,471	189,052	40.9	342,247	29.4
Atlantic Provinces	36,728	86,681	16,426	44.7	28,010	32.3
Quebec	86,684	228,224	40,910	47.2	79,875	35.0
Ontario	193,564	487,659	71,343	36.9	122,162	25.1
Manitoba	25,207	62,733	9,489	37.6	16,217	25.9
Saskatchewan	36,580	90,367	12,382	33.8	22,014	24.4
Alberta	43,314	108,396	22,460	51.9	43,978	40.6
British Columbia	40,449	98,411	16,042	39.7	29,991	30.5
	Passenger cars					
Canada	359,172	899,726	146,431	40.8	252,160	28.0
Atlantic Provinces	26,995	65,628	11,984	44.4	20,059	30.6
Quebec	68,919	178,190	32,400	47.0	60,202	33.8
Ontario	158,087	394,864	58,361	36.9	96,584	24.5
Manitoba	19,253	47,594	7,350	38.2	12,113	25.5
Saskatchewan	24,037	61,398	8,368	34.8	13,955	22.7
Alberta	29,028	73,163	15,195	52.3	26,918	36.8
British Columbia	32,853	78,889	12,773	38.9	22,329	28.3
	Commercial vehicles					
Canada	103,354	262,745	42,621	41.2	90,087	34.3
Atlantic Provinces	9,733	21,053	4,442	45.6	7,951	37.8
Quebec	17,765	50,034	8,510	47.9	19,673	39.3
Ontario	35,477	92,795	12,982	36.6	25,578	27.6
Manitoba	5,954	15,139	2,139	35.9	4,104	27.1
Saskatchewan	12,543	28,969	4,014	32.0	8,059	27.8
Alberta	14,286	35,233	7,265	50.9	17,060	48.4
British Columbia	7,596	19,522	3,269	43.0	7,662	39.2

CHART 3.

NEW MOTOR VEHICLES SALES AND FINANCING 1932 — 1953

THOUSANDS
OF VEHICLES

PER CENT



SALES FOR 1944 AND 1945 OBTAINED FROM RECORDS OF VEHICLES RELEASED FROM THE RESERVE POOL.

TABLE 11. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and Months, 1953

	Canada			Atlantic Provinces			Quebec			Ontario		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual total	462,526	189,052	40.9	36,728	16,426	44.7	86,684	40,910	47.2	193,564	71,343	36.9
January	30,203	11,497	38.1	2,177	851	39.1	5,119	2,301	45.0	12,203	4,507	36.9
February	38,528	12,311	32.0	2,818	955	33.9	7,038	2,438	34.6	16,465	4,840	29.4
March	49,999	17,821	35.6	4,305	1,570	36.5	9,718	3,998	41.1	21,705	6,882	31.7
April	56,261	21,567	38.3	4,660	2,035	43.7	12,721	5,348	42.0	20,715	7,537	36.4
May	52,978	19,844	37.5	4,310	1,875	43.5	10,646	4,852	45.6	22,368	7,025	31.4
June	46,691	19,238	41.2	4,210	1,758	41.8	8,555	4,198	49.1	19,215	7,182	37.4
July	42,801	18,609	43.5	3,381	1,768	52.3	7,388	3,917	53.0	18,576	7,120	38.3
August	29,040	14,974	51.6	2,013	1,292	64.2	5,082	3,119	61.4	12,659	5,608	44.3
September	30,029	13,336	44.4	2,156	1,178	54.6	5,983	2,817	47.1	12,467	5,064	40.6
October	32,781	15,328	46.8	2,005	1,139	56.8	5,482	3,238	59.1	14,614	5,890	40.3
November	28,140	13,286	47.2	2,312	1,042	45.1	5,058	2,581	51.0	12,480	5,263	42.2
December	25,075	11,241	44.8	2,381	963	40.4	3,894	2,103	54.0	10,097	4,425	43.8
	Manitoba			Saskatchewan			Alberta			British Columbia		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
	Annual total	25,207	9,489	37.6	36,580	12,382	33.8	43,314	22,460	51.9	40,449	16,042
January	2,181	583	26.7	2,622	761	29.0	3,184	1,479	46.5	2,717	1,015	37.4
February	2,104	615	29.2	2,471	722	29.2	3,752	1,500	40.0	3,880	1,241	32.0
March	2,394	877	36.6	3,459	958	27.7	4,481	1,976	44.1	3,937	1,560	39.6
April	3,516	1,061	30.2	4,496	1,279	28.4	5,341	2,500	46.8	4,812	1,807	37.6
May	2,872	1,078	37.5	4,143	1,272	30.7	4,593	2,283	49.7	4,046	1,459	36.1
June	2,568	1,004	39.1	3,862	1,224	31.7	4,377	2,307	52.7	3,904	1,565	40.1
July	2,161	906	41.9	3,333	1,151	34.5	3,909	2,170	55.5	4,053	1,577	38.9
August	1,270	670	52.8	2,581	991	38.4	2,555	1,851	72.4	2,880	1,443	50.1
September	1,611	649	40.3	2,402	894	37.2	2,550	1,539	60.4	2,860	1,195	41.8
October	1,801	923	51.2	2,747	1,224	44.6	3,045	1,729	56.8	3,087	1,185	38.4
November	1,297	663	51.1	2,171	1,033	47.6	2,535	1,642	64.8	2,287	1,062	46.4
December	1,432	460	32.1	2,293	873	38.1	2,992	1,484	49.6	1,986	933	47.0



CANADA



NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING 1954

Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section

NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries; **Volume II**—Manufacturing; **Volume III**—Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I—Wholesale Statistics

- A—Wholesale Trade, 25¢
- *B—Operating Results of Food Wholesalers, 25¢
- *C—Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- *D—1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
 - 2 Operating Results of Drug Wholesalers, 25¢
 - 3 Operating Results of Hardware Wholesalers, 25¢
 - 4 Operating Results of Plumbing and Heating Supply Wholesalers, 25¢
 - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

Part II—Retail Statistics

- E—General Review—(Discontinued)
- F—Retail Trade, 50¢
- G—Retail Chain Stores, 50¢
- *H—Operating Results of Food Store Chains, 25¢
- *I—Operating Results of Clothing Store Chains, 25¢
- *J—1 Operating Results of Variety Store Chains, 25¢
 - 2 Operating Results of Drug Stores Chains, 25¢
 - 3 Operating Results of Furniture Store Chains, 25¢
- K—Operating Results of Independent Food Stores, 25¢
- L—Operating Results of Independent Clothing Stores, 25¢
- M—Operating Results of Independent Hardware, Furniture, Appliance and Radio Stores, 25¢
- N—Operating Results of Filling Stations & Garages, 25¢
- O—1 Operating Results of Independent General Stores, 25¢
 - 2 Operating Results of Independent Restaurants, 25¢
 - 3 Operating Results of Independent Fuel Dealers, 25¢
 - 4 Operating Results of Independent Drug Stores, 25¢
 - 5 Operating Results of Independent Jewellery Stores, 25¢
 - 6 Operating Results of Independent Tobacco Stores, 25¢
- P—Retail Consumer Credit, 25¢

Part III—Services and Special Fields

- Q—Laundries, Cleaners and Dyers, 25¢
- R—Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S—Hotels, 25¢
- T—Sales Financing, 25¢
- U—Farm Implement and Equipment Sales, 25¢
- V—New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W—Advertising Agencies (Memorandum), 10¢
- X—Motion Picture Production (Memorandum), 10¢

The reports are punched to permit of filing in a ring binder.

*Biennial reports—not issued for 1954.

CONTENTS

New Motor Vehicle Sales
Financing of Motor Vehicle Sales.....
Sales and Financing of New Vehicles Compared.....

NOTES

This bulletin summarizes the statistics published in the monthly series and contains revised figures for 1954.

RETAIL VALUE

The price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Duty is included in the retail value of imported vehicles. Freight charges from the factory to place of purchase are excluded.

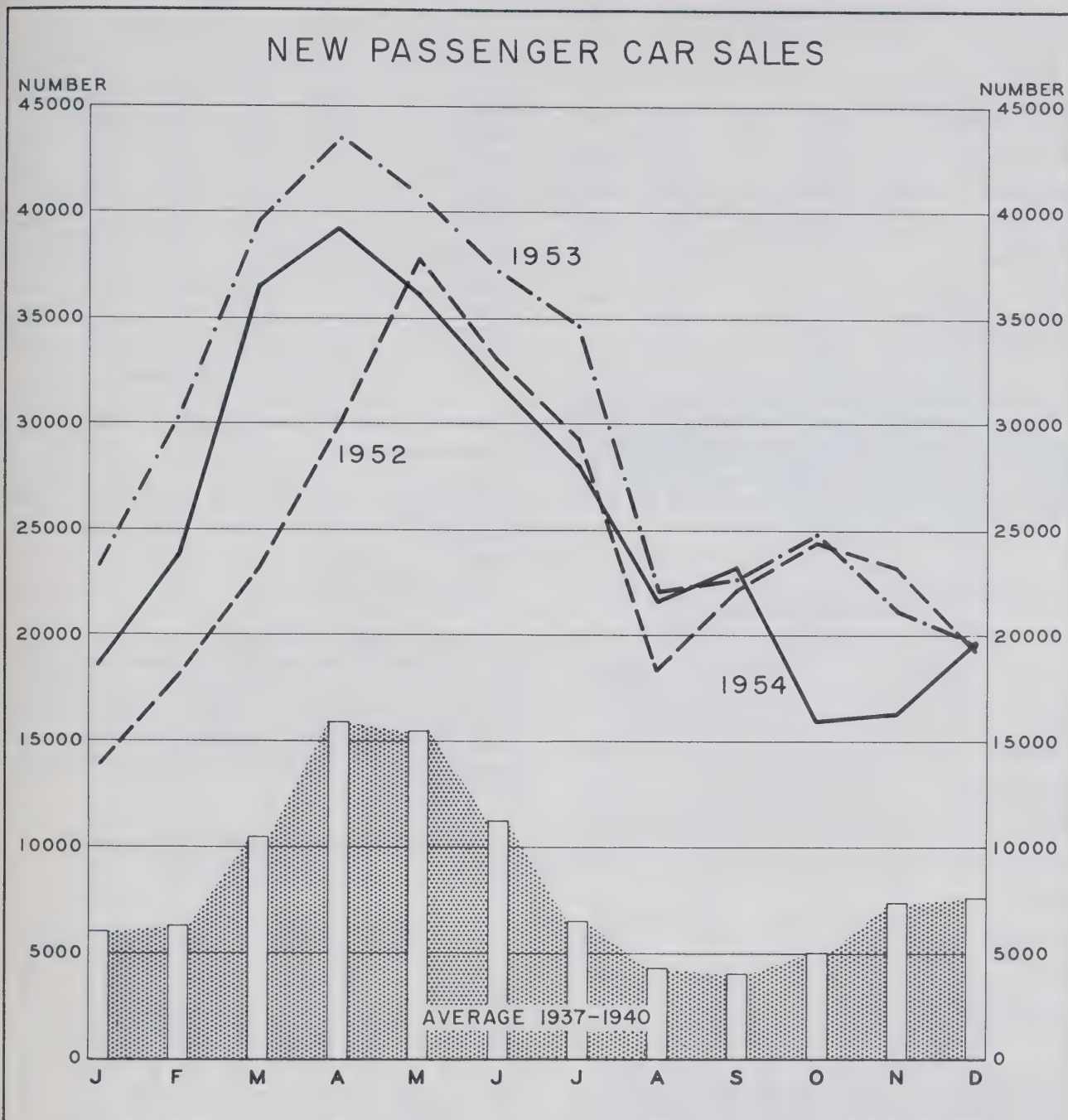
COMMERCIAL VEHICLES

A term which is used for convenience in this report and is synonymous with the term "trucks and buses", which was used in previous reports. Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

AMOUNT OF FINANCING

The deferred portion of the purchase price together with finance charges and insurance.

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING 1954



The above chart reveals that sales of new passenger cars failed to regain the peak established in April 1953 and in 1954 lagged behind the corresponding month of 1953 for each month except September. There were 310,546 units sold in 1954, 13.5% less than the 359,172 units sold in 1953 while the retail value declined by 11.4% from \$899,726,000 in 1953 to

\$797,554,000 in the year under review. A comparison of recent trend lines and the lower bars of the chart illustrates the re-establishment of the typical pre-war sales pattern of the industry. It will also be observed that sales for the last month of the last three years were approximately equal.

**Percentage Distribution of New Motor Vehicles Sold,
by Provinces, 1953 and 1954**

Province	Passenger cars		Commercial vehicles	
	1953	1954	1953	1954
	%	%	%	%
Canada	100.0	100.0	100.0	100.0
Atlantic Provinces	7.5	7.7	9.4	10.7
Quebec	19.2	21.1	17.2	20.0
Ontario	44.0	45.5	34.3	34.6
Manitoba.....	5.4	4.9	5.8	5.1
Saskatchewan	6.7	5.2	12.1	8.3
Alberta	8.1	7.1	13.8	12.3
British Columbia.....	9.1	8.5	7.4	9.0

The 72,082 commercial vehicles sold in 1954 represented a drop of over 30% in comparison with the sales of 103,354 units in 1953. Retail values were down by nearly 27% following the decline from \$262,745,000 to \$191,964,000 over the two years. Sales of commercial vehicles represented less than 19% of all vehicles sold in 1954 compared with 22% of the total in 1953.

**Percentage Change in Number of New Vehicles Sold,
by Provinces, 1954/1953**

Province	Passenger cars	Commercial vehicles
	%	%
Canada	- 13.5	- 30.3
Atlantic Provinces	- 11.5	- 20.7
Quebec	- 4.8	- 18.7
Ontario	- 10.7	- 29.6
Manitoba.....	- 21.5	- 38.6
Saskatchewan	- 32.8	- 52.2
Alberta	- 23.8	- 38.1
British Columbia.....	- 19.4	- 15.0

Total figures for all new motor vehicles revealed a slight increase in average valuation per unit. While the number of units sold dropped by over 17% in falling from 462,526 in 1953 to 382,628 in 1954, the value of retail sales in declining from \$1,162,471,000 to \$989,518,000 over the same period represented a reduction of less than 15%.

Bus sales are combined with other commercial vehicles in the main tables of this report, but a special compilation reveals that there were 506 buses sold in 1954 with a value of \$7,703,000 compared with 533 at \$8,636,000 in 1953. Sales of buses declined in Central Canada while there were increases in the Atlantic Provinces and the four Western Provinces.

Sales of Buses in 1953 and 1954

Month and Province	1953		1954	
	Number	Retail value	Number	Retail value
	\$000		\$000	
	By Months			
Annual Total	533	8,636	506	7,703
January	10	147	18	310
February	8	128	28	450
March	14	219	41	919
April	23	357	34	805
May	31	548	27	532
June	32	605	25	371
July	46	584	30	296
August	71	926	87	661
September	100	1,389	66	810
October	91	1,578	42	450
November	64	1,300	85	1,692
December	43	855	23	407
	By Provinces			
Canada	533	8,636	506	7,703
Atlantic Provinces	25	144	41	541
Quebec	194	3,814	92	1,744
Ontario	172	3,007	158	2,321
Manitoba	58	1,025	61	1,124
Saskatchewan	19	97	42	475
Alberta	41	392	58	890
British Columbia	24	157	54	608

Sales of European-made vehicles reached a high in 1950 of 62,880 passenger cars and 4,626 commercial vehicles. By 1953 there had been a decline to 26,378 passenger cars and 1,647 commercial vehicles and in 1954 the number had fallen further to 20,248 passenger cars and 1,610 commercial vehicles. The retail value of passenger cars declined from \$50,601,000 in 1953 to \$38,463,000 in 1954 but commercial vehicles reported an increase from \$3,203,000 in 1953 to \$3,233,000 in 1954.

**Annual Sales of European Made Vehicles
in Canada, 1949-1954**

	Number of Units	
	Passenger cars	Commercial vehicles
1949.....	28,362	1,838
1950.....	62,880	4,626
1951.....	29,113	3,049
1952.....	26,655	2,231
1953.....	26,378	1,647
1954.....	20,248	1,610

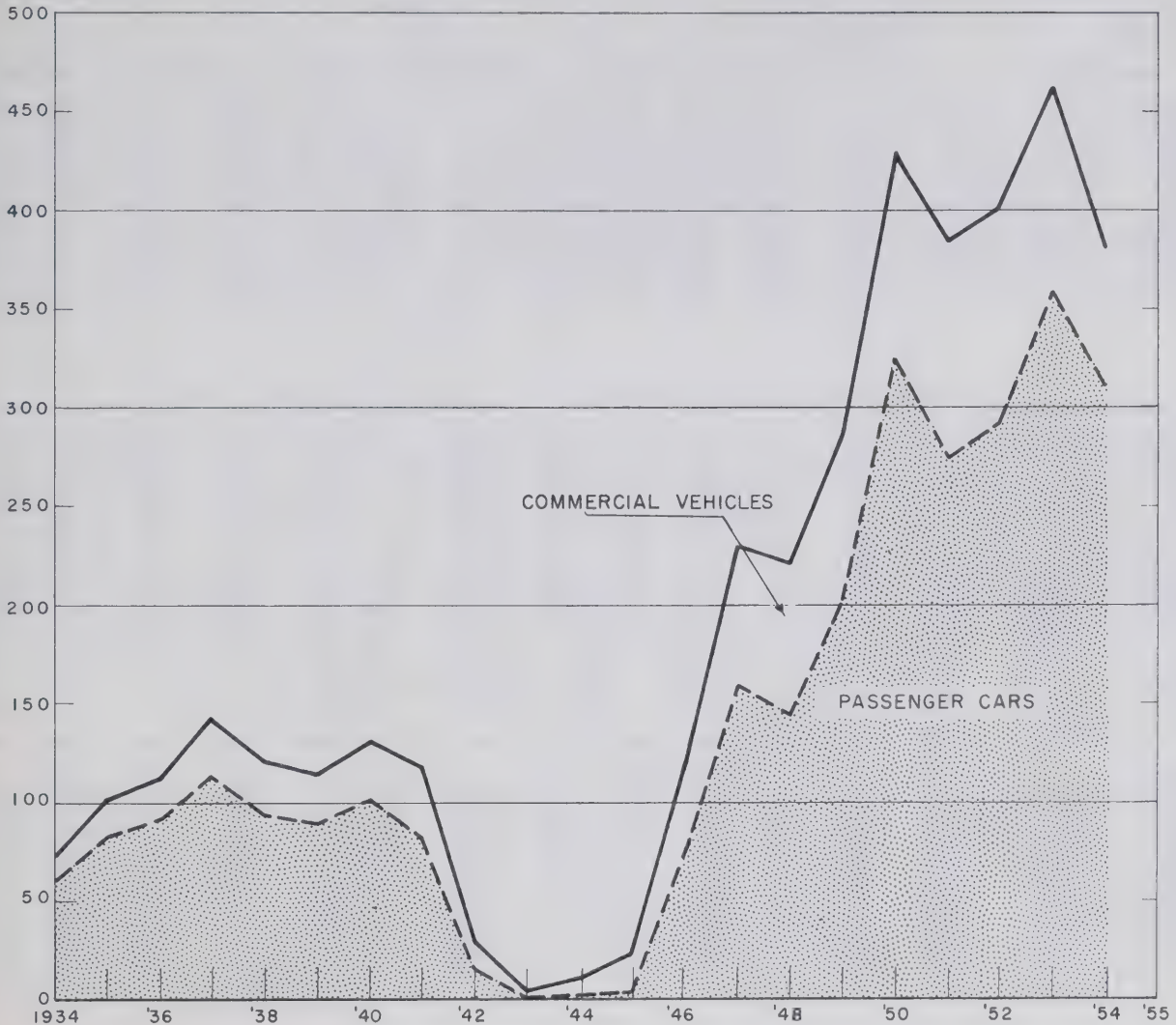
A relative steadiness in the provincial distribution of both passenger cars and commercial vehicles was apparent over the last two years. In 1954 Ontario accounted for 45.5% of all passenger cars and 34.6% of commercial vehicles while Quebec claimed 21.1% and 20.0% respectively. In the year under review all the provinces reported decreases of both passenger cars and commercial vehicles sold in comparison with the previous year. These decreases ranged from 4.8% in Quebec for passenger cars to 52.2% in Saskatchewan for commercial vehicles.

CHART 1

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

THOUSANDS
OF VEHICLES

1934—1954



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

PER CENT

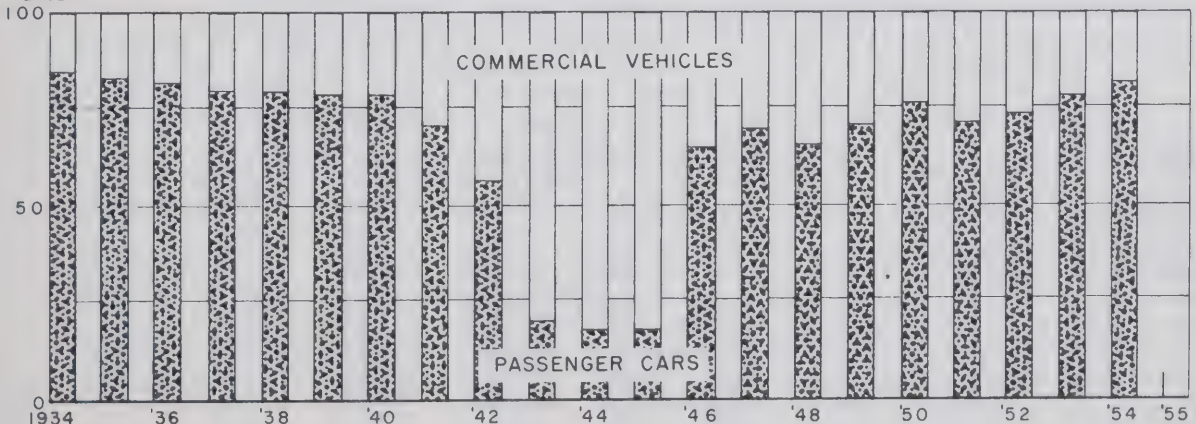


TABLE 1. Number of New Motor Vehicles Sold in Canada, by Provinces and by Months, 1954

Month	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Mani-toba	Saskat-chewan	Alberta	British Columbia	Canada	
											Number	Retail value
	Total Vehicles											\$000
Annual total	5,224	1,700	14,304	10,372	80,069	166,154	18,769	22,142	30,957	32,937	382,628	989,518
January	212	60	765	518	4,545	10,768	1,032	1,486	1,940	1,824	23,150	59,204
February	421	109	1,133	635	5,882	12,971	1,609	2,071	2,573	2,678	30,082	76,864
March	432	154	1,835	1,367	10,926	16,720	2,494	3,042	3,825	4,149	44,944	116,961
April	588	241	1,690	1,358	11,066	19,726	2,503	2,936	3,705	3,466	47,279	121,793
May	577	202	2,146	1,163	8,965	19,681	2,189	2,718	3,183	3,284	44,108	113,534
June	648	212	1,362	1,099	7,916	17,113	1,874	2,181	3,149	3,182	38,736	100,391
July	603	232	1,227	1,121	6,562	14,960	1,511	1,873	2,580	3,057	33,726	85,919
August	389	119	907	719	5,378	12,545	1,286	1,496	2,090	2,551	27,480	69,868
September	375	116	932	652	5,261	14,247	1,214	1,109	1,991	2,458	28,555	71,881
October	301	97	788	498	4,588	8,920	1,081	1,117	1,718	1,704	20,812	53,389
November	383	97	729	636	4,147	8,818	893	947	1,923	2,041	20,614	55,917
December	295	61	790	606	4,833	9,685	1,083	1,166	2,280	2,543	23,342	63,797
	Passenger Cars											
Annual total	3,740	1,101	11,103	7,935	65,625	141,188	15,113	16,143	22,120	26,478	310,546	797,554
January	141	42	550	362	3,632	9,262	774	1,025	1,310	1,429	18,527	46,783
February	296	61	830	482	4,700	10,625	1,291	1,499	1,850	2,154	23,788	60,550
March	297	92	1,469	1,077	9,043	13,926	2,103	2,245	2,744	3,463	36,459	94,616
April	425	185	1,366	1,095	9,363	17,133	2,001	2,195	2,575	2,883	39,221	100,805
May	422	140	1,684	871	7,452	16,972	1,775	1,911	2,290	2,581	36,098	93,155
June	497	127	1,084	890	6,662	14,558	1,519	1,663	2,343	2,555	31,898	82,421
July	443	156	996	877	5,486	13,052	1,260	1,381	1,915	2,452	28,018	71,471
August	290	78	666	540	4,357	10,423	997	962	1,337	1,918	21,568	55,040
September	262	70	690	447	4,230	12,371	997	815	1,398	1,936	23,216	58,609
October	198	51	585	366	3,592	7,042	841	813	1,210	1,296	15,994	39,874
November	272	57	570	485	3,169	7,446	665	667	1,309	1,666	16,306	41,982
December	197	42	613	443	3,939	8,378	890	967	1,839	2,145	19,453	52,248
	Commercial Vehicles											
Annual total	1,484	599	3,201	2,437	14,444	24,966	3,656	5,999	8,837	6,459	72,082	191,964
January	71	18	215	156	913	1,506	258	461	630	395	4,623	12,421
February	125	48	303	153	1,182	2,346	318	572	723	524	6,294	16,314
March	135	62	366	290	1,883	2,794	391	797	1,081	686	8,485	22,345
April	163	56	324	263	1,703	2,593	502	741	1,130	583	8,058	20,988
May	155	62	462	292	1,513	2,709	414	807	893	703	8,010	20,379
June	151	85	278	209	1,254	2,555	355	518	806	627	6,838	17,970
July	160	76	231	244	1,076	1,908	251	492	665	605	5,708	14,448
August	99	41	241	179	1,021	2,122	289	534	753	633	5,912	14,828
September	113	46	242	205	1,031	1,876	217	294	593	522	5,139	13,272
October	103	46	203	132	996	1,878	240	304	508	408	4,818	13,515
November	111	40	159	151	978	1,372	228	280	614	375	4,308	13,935
December	98	19	177	163	894	1,307	193	199	441	398	3,889	11,549

TABLE 2. New Motor Vehicle Sales in Canada, by Provinces, 1954

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$000		\$000		\$000
Canada	382,628	989,518	310,546	797,554	72,082	191,964
Newfoundland	5,224	12,235	3,740	8,953	1,484	3,282
Prince Edward Island	1,700	3,977	1,101	2,699	599	1,278
Nova Scotia	14,304	34,513	11,103	27,303	3,201	7,210
New Brunswick	10,372	25,543	7,935	19,761	2,437	5,782
Quebec	80,069	214,362	65,625	172,863	14,444	41,499
Ontario	166,154	430,427	141,188	362,155	24,966	68,272
Manitoba	18,769	48,380	15,113	38,454	3,656	9,926
Saskatchewan	22,142	56,475	16,143	42,049	5,999	14,426
Alberta	30,957	80,162	22,120	57,470	8,837	22,692
British Columbia	32,937	83,444	26,478	65,847	6,459	17,597

TABLE 3. Annual Sales of New Motor Vehicles in Canada, 1943-1954

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value		Number	Retail value		Number	Retail value	
		Total	Average purchase price		Total	Average purchase price		Total	Average purchase price
		\$000	\$		\$000	\$		\$000	\$
1943.....	4,798	7,557	1,575	984	1,378	1,401	3,814	6,179	1,620
1946.....	120,044	193,329	1,611	77,742	120,325	1,548	42,302	73,003	1,726
1947.....	230,255	416,237	1,808	159,205	283,190	1,779	71,050	133,047	1,873
1948.....	221,300	439,217	1,985	145,655	282,904	1,942	75,645	156,313	2,066
1949.....	286,341	588,725	2,056	202,318	412,298	2,038	84,023	176,427	2,100
1950.....	429,695	885,669	2,061	324,903	661,674	2,037	104,792	223,995	2,138
1951.....	385,648	950,160	2,464	275,686	683,183	2,478	109,962	266,977	2,428
1952.....	400,777	1,003,662	2,504	292,095	725,168	2,483	108,682	278,495	2,562
1953.....	462,526	1,162,471	2,513	359,172	899,726	2,505	103,354	262,745	2,542
1954.....	382,628	989,518	2,586	310,546	797,554	2,568	72,082	191,964	2,663

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces, 1946-1954

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Passenger cars								
1946.....	77,742	6,388	14,376	37,070	3,717	5,140	5,194	5,857
1947.....	159,205	12,232	28,833	73,160	8,467	10,511	11,952	14,050
1948.....	145,655	11,142	26,266	67,000	8,190	9,562	10,959	12,536
1949.....	202,318	15,850	36,782	90,272	11,081	13,081	14,994	20,258
1950.....	324,903	25,767	57,643	142,972	16,921	19,184	25,908	36,508
1951.....	275,686	19,176	52,786	121,479	16,668	18,013	22,448	25,116
1952.....	292,095	21,531	58,805	124,587	16,337	19,480	25,197	26,156
1953.....	359,172	26,995	68,919	158,087	19,253	24,037	29,028	32,853
1954.....	310,546	23,879	65,625	141,188	15,113	16,143	22,120	26,478
Commercial vehicles								
1946.....	42,302	4,463	7,243	15,710	2,722	4,588	4,236	3,340
1947.....	71,050	7,632	13,133	25,135	4,511	7,032	7,617	5,990
1948.....	75,645	7,070	14,510	27,472	4,751	7,274	7,889	6,679
1949.....	84,023	7,460	14,192	29,480	6,208	9,280	10,611	6,792
1950.....	104,792	8,508	18,335	37,272	6,681	12,222	13,375	8,399
1951.....	109,962	8,874	20,216	37,792	6,813	12,411	14,510	9,346
1952.....	108,682	9,746	19,510	34,955	6,255	13,398	16,012	8,806
1953.....	103,354	9,733	17,765	35,477	5,954	12,543	14,286	7,596
1954.....	72,082	7,721	14,444	24,966	3,656	5,999	8,837	6,459

1. Includes Newfoundland from April 1949.

TABLE 5. Sales of European Made Vehicles in Canada by Months 1953 and 1954

Month	Passenger cars				Commercial vehicles			
	1953		1954		1953		1954	
	Number	Amount	Number	Amount	Number	Amount	Number	Amount
		\$000		\$000		\$000		\$000
Annual total.....	26,378	50,601	20,248	38,463	1,647	3,203	1,610	3,233
January.....	1,400	2,587	858	1,636	90	177	78	154
February.....	1,571	3,003	1,337	2,539	123	220	119	232
March.....	2,740	5,254	2,362	4,504	143	266	166	325
April.....	3,616	6,888	2,420	4,526	184	351	149	321
May.....	3,066	5,953	2,621	4,981	160	303	178	345
June.....	2,612	5,052	2,595	4,889	169	320	135	239
July.....	3,314	6,417	2,421	4,607	97	216	162	324
August.....	2,559	4,878	1,546	2,876	144	286	123	251
September.....	1,856	3,560	1,263	2,360	116	239	131	273
October.....	1,568	3,046	1,146	2,252	124	244	136	300
November.....	1,247	2,362	835	1,634	192	374	122	246
December.....	829	1,601	844	1,659	105	207	111	223

Financing of Motor Vehicle Sales

The figures presented in the following tables cover the financing of used, as well as new vehicle sales. In 1954 there were 538,728 new and used vehicles financed to the extent of \$611,646,000. These figures represented a drop of 16% in both number and value in comparison with the record level of 1953 when 640,512 vehicles were financed to the extent of \$725,545,000.

Both new and used passenger car sales were financed to a lesser extent in 1954 than in 1953. In 1954 there were 126,099 new passenger cars financed for \$230,900,000, 14% in number

and 8% in value below the 1953 level of 146,431 new cars financed to the extent of \$252,160,000. Used passenger cars financed in 1954 were 15% lower in number and 16% less in amount of financing than in 1953.

Following the same trend as sales, financing of new commercial vehicles declined 34% in number and 32% in amount compared with 1953. Used commercial vehicle financing showed smaller but significant declines of 15% in number and 20% in amount.

Percentage Change in Number of Vehicle Sales Financed by Provinces, 1954/1953

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	- 13.9	- 34.3	- 14.7	- 15.4
Atlantic Provinces	- 11.6	- 25.5	- 4.8	- 9.5
Quebec	- 8.2	- 22.3	- 6.3	- 10.6
Ontario	- 6.0	- 33.7	- 15.9	- 14.1
Manitoba	- 29.1	- 46.2	- 25.7	- 28.2
Saskatchewan	- 30.2	- 51.3	- 19.4	- 27.9
Alberta	- 29.3	- 47.1	- 20.9	- 22.3
British Columbia	- 28.5	- 22.8	- 19.3	- 6.9

Financing statistics reported in this survey apply only to the activities of acceptance companies. They do not include financing of motor vehicles through other sources, such as loans made by banks, insurance companies or small loan companies.

As shown in the following table the average amount of financing on new passenger cars and commercial vehicles was higher in 1954 than in 1953 while in the case of used vehicles it was lower.

Averaged Financed Value of Motor Vehicles in Canada by Provinces, 1953 and 1954

Province	Passenger			Commercial		
	1953	1954	% Change	1953	1954	% Change
New vehicles						
	\$	\$	\$	\$	\$	\$
Canada	1,722	1,831	+ 6.3	2,114	2,191	+ 3.6
Atlantic Provinces	1,674	1,749	+ 4.5	1,790	1,891	+ 5.6
Quebec	1,858	1,944	+ 4.6	2,312	2,279	- 1.4
Ontario	1,655	1,773	+ 7.1	1,970	2,033	+ 3.2
Manitoba	1,648	1,772	+ 7.5	1,919	2,071	+ 7.9
Saskatchewan	1,668	1,774	+ 6.4	2,008	2,112	+ 5.2
Alberta	1,772	1,868	+ 5.4	2,348	2,533	+ 7.9
British Columbia	1,748	1,934	+ 10.6	2,344	2,489	+ 6.2
Used vehicles						
Canada	838	826	- 1.4	908	856	- 5.7
Atlantic Provinces	757	762	+ 0.7	739	703	- 4.9
Quebec	896	893	- 0.3	977	902	- 7.7
Ontario	810	798	- 1.5	863	801	- 7.2
Manitoba	838	834	- 0.5	831	828	- 0.4
Saskatchewan	792	774	- 2.3	897	806	- 10.1
Alberta	875	823	- 5.9	1,026	1,004	- 2.1
British Columbia	936	925	- 1.2	1,042	1,021	- 2.0

TABLE 6. Financing of Motor Vehicle Sales in Canada, by Months, 1954

Month	Total passenger and commercial		Passenger		Commercial	
	Number	Amount	Number	Amount	Number	Amount
	\$000		\$000		\$000	
	Total new and used vehicles					
Annual total	538,728	611,646	452,052	500,044	86,676	111,602
January	25,944	30,988	21,328	24,265	4,616	6,723
February	32,279	37,810	26,786	30,055	5,493	7,755
March	51,487	59,525	43,363	48,994	8,124	10,531
April	56,319	64,326	47,472	53,130	8,847	11,196
May	58,076	66,876	49,141	55,021	8,935	11,855
June	59,387	68,457	50,555	55,875	8,832	11,582
July	56,580	63,237	48,913	53,607	7,667	9,630
August	49,132	54,820	41,461	45,415	7,671	9,405
September	43,926	49,610	36,380	40,372	7,546	9,238
October	39,069	42,300	32,270	34,896	6,799	8,404
November	35,903	38,961	29,399	30,871	6,504	8,090
December	30,626	34,736	24,984	27,543	5,642	7,193
	New vehicles					
Annual total	154,104	292,259	126,099	230,900	28,005	61,359
January	8,559	15,965	6,755	11,951	1,804	4,014
February	10,205	18,991	8,065	14,227	2,140	4,764
March	15,714	29,154	12,764	23,154	2,950	6,000
April	16,923	31,268	13,779	24,843	3,144	6,425
May	16,976	32,323	13,970	25,571	3,006	6,752
June	16,558	31,594	13,801	25,500	2,757	6,094
July	15,194	29,190	12,875	24,023	2,319	5,167
August	13,038	25,221	10,772	20,257	2,266	4,964
September	12,579	24,132	10,309	19,121	2,270	5,011
October	10,857	20,573	8,823	16,076	2,034	4,497
November	9,220	17,467	7,416	13,467	1,804	4,000
December	8,281	16,381	6,770	12,710	1,511	3,671
	Used vehicles					
Annual total	384,624	319,387	325,953	269,144	58,671	50,243
January	17,385	15,023	14,573	12,314	2,812	2,709
February	22,074	18,819	18,721	15,828	3,353	2,991
March	35,773	30,371	30,599	25,840	5,174	4,531
April	39,396	33,058	33,693	28,287	5,703	4,771
May	41,100	34,553	35,171	29,450	5,929	5,103
June	42,829	35,863	36,754	30,375	6,075	5,488
July	41,386	34,047	36,038	29,584	5,348	4,463
August	36,094	29,599	30,689	25,158	5,405	4,441
September	31,347	25,478	26,071	21,251	5,276	4,227
October	28,212	22,727	23,447	18,820	4,765	3,907
November	26,683	21,494	21,983	17,404	4,700	4,090
December	22,345	18,355	18,214	14,833	4,131	3,522

TABLE 7. Financing of Motor Vehicle Sales in Canada, by Provinces, 1954

Province	Total passenger and commercial			Passenger cars			Commercial vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
Total new and used vehicles									
Canada	538,728	611,646	1,135	452,052	500,044	1,106	86,676	111,602	1,288
Atlantic Provinces	55,590	56,057	1,008	43,738	43,791	1,001	11,852	12,266	1,035
Quebec	109,337	138,121	1,263	91,784	103,182	1,124	17,553	24,939	1,421
Ontario	224,471	243,299	1,084	197,543	221,136	1,119	26,928	32,163	1,194
Manitoba	22,409	24,979	1,115	18,724	20,497	1,095	3,685	4,482	1,216
Saskatchewan	29,429	31,370	1,066	22,946	23,592	1,028	6,483	7,778	1,200
Alberta	52,392	62,413	1,191	40,334	44,434	1,102	12,058	17,979	1,491
British Columbia	45,100	55,407	1,229	36,983	43,412	1,174	8,117	11,995	1,478
New vehicles									
Canada	154,104	292,259	1,897	126,099	230,900	1,831	28,005	61,359	2,191
Atlantic Provinces	13,907	24,799	1,783	10,597	18,539	1,749	3,310	6,260	1,891
Quebec	36,348	72,873	2,005	29,734	57,801	1,944	6,614	15,072	2,279
Ontario	63,452	114,738	1,808	54,846	97,244	1,773	8,606	17,494	2,033
Manitoba	6,360	11,613	1,826	5,210	9,231	1,772	1,150	2,382	2,071
Saskatchewan	7,795	14,490	1,859	5,839	10,359	1,774	1,956	4,131	2,112
Alberta	14,588	29,808	2,043	10,744	20,072	1,868	3,844	9,736	2,533
British Columbia	11,654	23,938	2,054	9,129	17,654	1,934	2,525	6,284	2,489
Used vehicles									
Canada	384,624	319,387	830	325,953	269,144	826	58,671	50,243	856
Atlantic Provinces	41,683	31,258	750	33,141	25,252	762	8,542	6,006	703
Quebec	72,989	65,248	894	62,050	55,381	893	10,939	9,867	902
Ontario	161,019	128,561	798	142,697	113,892	798	18,322	14,669	801
Manitoba	16,049	13,366	833	13,514	11,266	834	2,535	2,100	828
Saskatchewan	21,634	16,880	780	17,107	13,233	774	4,527	3,647	806
Alberta	37,804	32,605	862	29,590	24,362	823	8,214	8,243	1,004
British Columbia	33,446	31,469	941	27,854	25,758	925	5,592	5,711	1,021

TABLE 8. Number of Motor Vehicles Financed, by Provinces and Months, 1954

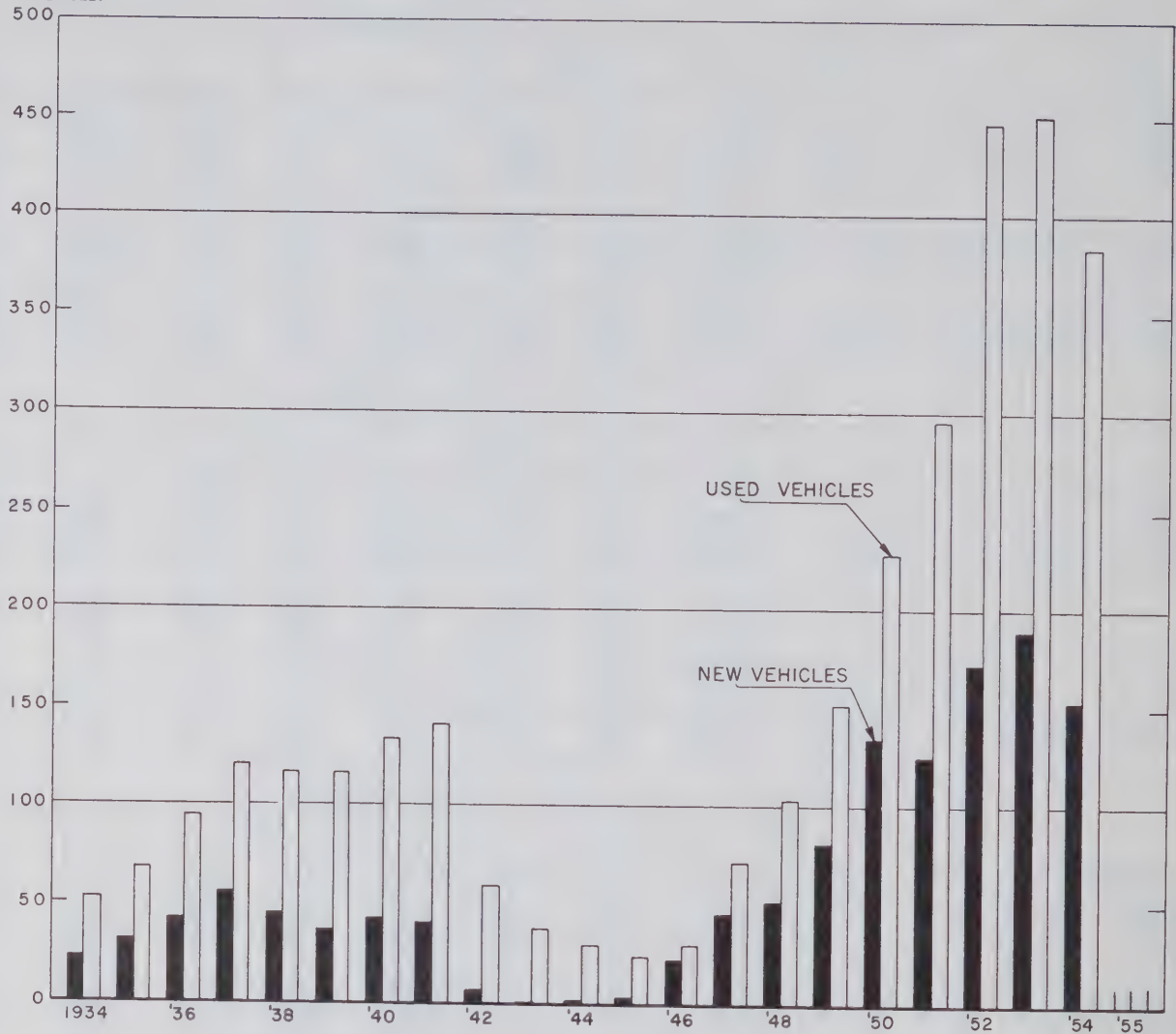
Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
New passenger cars								
Annual total	126,099	10,597	29,734	54,846	5,210	5,839	10,744	9,129
January	6,755	458	1,260	3,161	300	352	700	524
February	8,065	539	1,649	3,641	381	468	782	605
March	12,764	1,068	3,264	5,005	579	686	1,196	966
April	13,779	1,261	3,906	5,332	567	707	1,148	858
May	13,970	1,262	3,513	6,235	571	593	1,008	788
June	13,801	1,275	3,247	6,166	564	593	1,024	932
July	12,875	1,131	3,175	5,363	617	575	1,081	933
August	10,772	1,061	2,517	4,526	460	491	886	831
September	10,309	806	2,328	4,985	364	372	735	719
October	8,823	669	1,878	4,240	306	351	685	694
November	7,416	564	1,689	3,223	273	353	745	569
December	6,770	503	1,308	2,969	228	298	754	710
New commercial vehicles								
Annual total	28,005	3,310	6,614	8,606	1,150	1,956	3,844	2,525
January	1,804	176	397	593	79	138	272	149
February	2,140	208	492	676	103	170	324	167
March	2,950	293	719	910	129	242	398	259
April	3,144	353	818	872	142	260	429	270
May	3,006	412	720	892	116	218	414	234
June	2,757	358	624	833	125	192	392	233
July	2,319	309	524	711	102	164	294	215
August	2,266	304	481	694	85	167	284	251
September	2,270	298	554	703	72	111	279	253
October	2,034	218	493	668	78	121	268	188
November	1,804	212	436	565	76	103	255	157
December	1,511	169	356	489	43	70	235	149
Used passenger cars								
Annual total	325,953	33,141	62,050	142,697	13,514	17,107	29,590	27,854
January	14,573	1,209	2,107	7,228	648	661	1,294	1,426
February	18,721	1,439	2,862	8,920	936	1,028	1,818	1,718
March	30,599	3,024	5,989	12,649	1,395	1,737	3,078	2,727
April	33,693	3,430	7,212	14,015	1,484	1,952	2,876	2,724
May	35,171	3,690	7,454	15,171	1,478	1,882	2,797	2,699
June	36,754	4,004	7,286	16,072	1,500	1,995	3,006	2,891
July	36,038	3,775	7,132	16,252	1,430	1,865	2,842	2,742
August	30,689	3,261	5,864	12,938	1,224	1,621	2,956	2,825
September	26,071	2,931	4,897	11,120	1,079	1,174	2,476	2,394
October	23,447	2,317	4,582	10,448	912	1,109	2,084	1,995
November	21,983	2,230	3,771	9,892	824	1,116	2,247	1,903
December	18,214	1,831	2,894	7,992	604	967	2,116	1,810
Used commercial vehicles								
Annual total	58,671	8,542	10,939	18,322	2,535	4,527	8,214	5,592
January	2,812	371	511	937	136	183	418	256
February	3,353	392	594	1,103	180	281	492	311
March	5,174	707	826	1,593	234	447	808	559
April	5,703	783	1,162	1,678	273	470	796	541
May	5,929	852	1,149	1,952	244	473	794	465
June	6,075	907	1,184	1,981	254	418	813	518
July	5,348	905	1,024	1,602	211	400	697	509
August	5,405	813	985	1,618	226	460	723	580
September	5,276	896	965	1,606	216	350	691	552
October	4,765	733	902	1,510	231	345	581	463
November	4,700	641	889	1,456	183	373	687	471
December	4,131	542	748	1,286	147	327	714	367

CHART 2

NUMBER OF MOTOR VEHICLE SALES FINANCED

THOUSANDS
OF VEHICLES

1934—1954



PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT

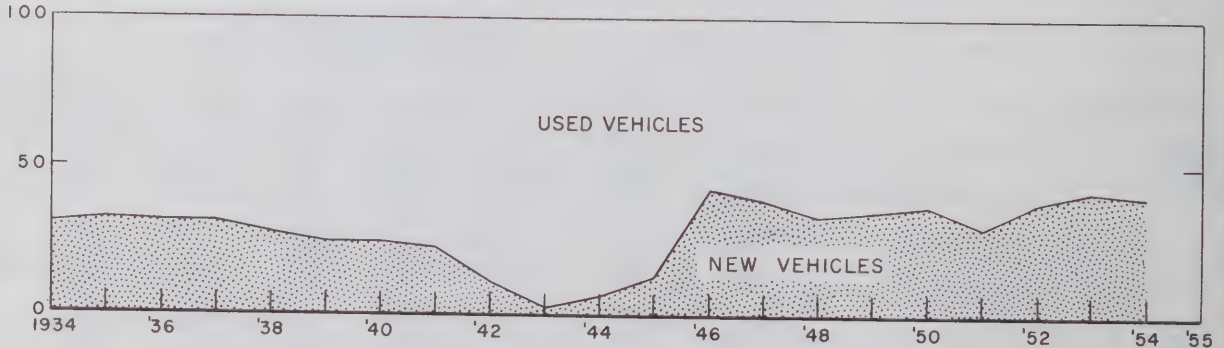


TABLE 9. Annual Financing of Motor Vehicle Sales in Canada, 1931-1954

Year	Total, new and used vehicles			New vehicles			Used vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
1931.....	98,623	41,941	425	33,988	20,869	614	64,635	21,072	326
1932.....	69,291	25,865	373	21,293	12,741	598	47,998	13,124	273
1933.....	54,238	20,159	372	15,880	10,030	632	38,358	10,128	264
1934.....	76,170	30,091	395	23,264	16,365	703	52,906	13,727	259
1935.....	100,178	40,252	402	31,950	22,411	701	68,228	17,841	261
1936.....	137,514	54,860	399	42,863	29,888	697	94,651	24,972	264
1937.....	177,898	75,850	426	56,247	40,665	723	121,651	35,185	289
1938.....	162,703	69,686	428	45,267	33,702	745	117,436	35,984	306
1939.....	153,107	62,769	410	37,320	27,853	746	115,787	34,916	302
1940.....	176,578	75,236	426	42,982	33,473	779	133,596	41,762	313
1941.....	182,419	84,717	464	41,032	34,887	850	141,387	49,829	352
1942.....	66,310	24,597	371	7,398	6,207	839	58,912	18,390	312
1943.....	39,573	14,893	376	1,077	1,255	1,165	38,496	13,638	354
1944.....	32,970	14,571	442	2,371	2,927	1,235	30,599	11,644	381
1945.....	27,986	14,437	516	3,630	4,934	1,359	24,356	9,503	390
1946.....	53,393	41,586	779	22,866	27,979	1,224	30,527	13,608	446
1947.....	118,867	108,745	915	46,700	65,422	1,401	72,167	43,322	600
1948.....	155,634	144,955	931	51,867	73,806	1,423	103,767	71,149	686
1949.....	232,988	219,184	941	81,502	115,511	1,417	151,486	103,673	684
1950.....	364,681	342,081	938	135,304	191,435	1,415	229,377	150,646	657
1951.....	423,830	376,671	889	126,255	191,203	1,514	297,575	185,468	623
1952.....	620,354	639,689	1,031	172,587	292,454	1,695	447,767	347,235	775
1953.....	640,512	725,545	1,133	189,052	342,247	1,810	451,460	383,298	849
1954.....	538,728	611,646	1,135	154,104	292,259	1,897	384,624	319,387	830

TABLE 10. Number of Motor Vehicles Financed in Canada, by Provinces, 1943-1954

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
New vehicles								
1943.....	1,077	96	224	304	138		229	86
1944.....	2,371	298	532	528	290		530	193
1945.....	3,630	409	815	949	571		605	281
1946.....	22,866	2,117	4,712	9,416	1,281	1,373	2,289	1,678
1947.....	46,700	4,345	10,944	17,830	2,700	2,649	4,262	3,970
1948.....	51,867	4,993	12,955	20,322	2,506	2,528	4,290	4,273
1949.....	81,502	8,134	18,632	31,558	3,859	4,288	7,704	7,327
1950.....	135,304	12,160	28,804	50,039	7,319	9,076	13,982	13,924
1951.....	126,255	9,528	29,435	45,018	7,213	9,590	14,578	10,893
1952.....	172,587	14,142	38,268	62,090	9,035	12,518	20,940	15,594
1953.....	189,052	16,426	40,910	71,343	9,489	12,382	22,460	16,042
1954.....	154,104	13,907	36,348	63,452	6,360	7,795	14,588	11,654
1953								
Passenger.....	146,431	11,984	32,400	58,361	7,350	8,368	15,195	12,773
Commercial.....	42,621	4,442	8,510	12,982	2,139	4,014	7,265	3,269
1954								
Passenger.....	126,099	10,597	29,734	54,846	5,210	5,839	10,744	9,129
Commercial.....	28,005	3,310	6,614	8,606	1,150	1,956	3,844	2,525
Used vehicles								
1943.....	38,496	1,227	3,881	19,555	4,930		4,258	4,645
1944.....	30,599	634	3,507	17,159	2,602		2,731	3,966
1945.....	24,356	540	3,608	13,679	1,717		2,032	2,780
1946.....	30,527	1,234	4,932	17,664	1,192	841	2,376	2,288
1947.....	72,167	4,037	11,184	39,473	3,263	2,031	5,291	6,888
1948.....	103,767	6,344	13,778	58,174	3,832	2,402	8,193	11,044
1949.....	151,486	12,412	20,156	80,114	5,535	4,869	13,352	15,048
1950.....	229,377	21,352	33,611	106,894	10,599	11,027	21,435	24,459
1951.....	297,575	28,220	45,020	132,211	14,715	17,458	30,455	29,496
1952.....	447,767	40,579	72,283	196,108	23,246	27,285	46,930	41,336
1953.....	451,460	44,252	78,407	191,061	21,769	27,495	47,970	40,506
1954.....	384,624	41,683	72,989	161,019	16,049	21,634	37,804	33,446
1953								
Passenger.....	382,106	34,812	66,203	169,736	18,238	21,216	37,401	34,500
Commercial.....	69,354	9,440	12,204	21,325	3,531	6,279	10,569	6,006
1954								
Passenger.....	325,953	33,141	62,050	142,697	13,514	17,107	29,590	27,854
Commercial.....	58,671	8,542	10,939	18,322	2,535	4,527	2,535	4,527

1. Includes Newfoundland from April 1949.

Sales and Financing of New Vehicles Compared

Over 40% of all new vehicles sold in 1954 were financed by sales finance and acceptance companies. This proportion was slightly lower than the 41% reached in 1953. Alberta, with 47% of new vehicle sales financed, again had the highest pro-

portion of any province. Quebec reported over 45% of sales financed, while proportions in other provinces ranged downward from 44% in the Atlantic Provinces to 34% in Manitoba.

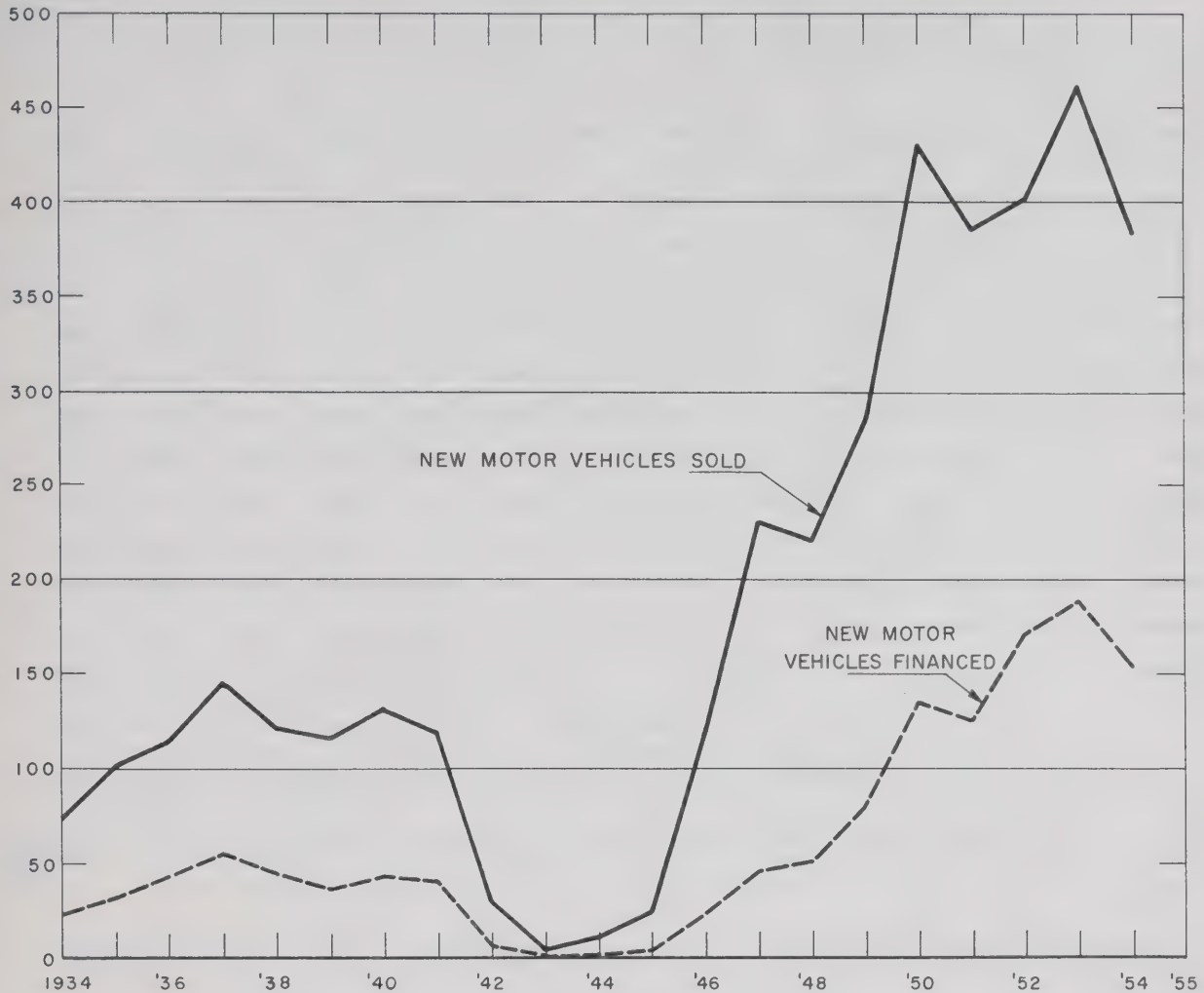
TABLE 11. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1954

Province	Sales of new vehicles		Financing of sales of new vehicles			
	Number	Retail value	Number	% of total number sold	Amount of financing	% of value of total number sold
		\$000		%	\$000	%
	Total vehicles					
Canada	382,628	989,518	154,104	40.3	292,259	29.5
Atlantic Provinces	31,600	76,268	13,907	44.0	24,799	32.5
Quebec	80,069	214,362	36,348	45.4	72,873	34.0
Ontario	166,154	430,427	63,452	38.2	114,738	26.7
Manitoba	18,769	48,380	6,360	33.9	11,613	24.0
Saskatchewan	22,142	56,475	7,795	35.2	14,490	25.7
Alberta	30,957	80,162	14,588	47.1	29,808	37.2
British Columbia	32,937	83,444	11,654	35.4	23,938	28.7
	Passenger cars					
Canada	310,546	797,554	126,099	40.6	230,900	29.0
Atlantic Provinces	23,879	58,716	10,597	44.4	18,539	31.6
Quebec	65,625	172,863	29,734	45.3	57,801	33.4
Ontario	141,188	362,155	54,846	38.8	97,244	26.9
Manitoba	15,113	38,454	5,210	34.5	9,231	24.0
Saskatchewan	16,143	42,049	5,839	36.2	10,359	24.6
Alberta	22,120	57,470	10,744	48.6	20,072	34.9
British Columbia	26,478	65,847	9,129	34.5	17,654	26.8
	Commercial vehicles					
Canada	72,082	191,964	28,005	38.9	61,359	32.0
Atlantic Provinces	7,721	17,552	3,310	42.9	6,260	35.7
Quebec	14,444	41,499	6,614	45.8	15,072	36.3
Ontario	24,966	68,272	8,606	34.5	17,494	25.6
Manitoba	3,656	9,926	1,150	31.5	2,382	24.0
Saskatchewan	5,999	14,426	1,956	32.6	4,131	28.6
Alberta	8,837	22,692	3,844	43.5	9,736	42.9
British Columbia	6,459	17,597	2,525	39.1	6,284	35.7

CHART 3

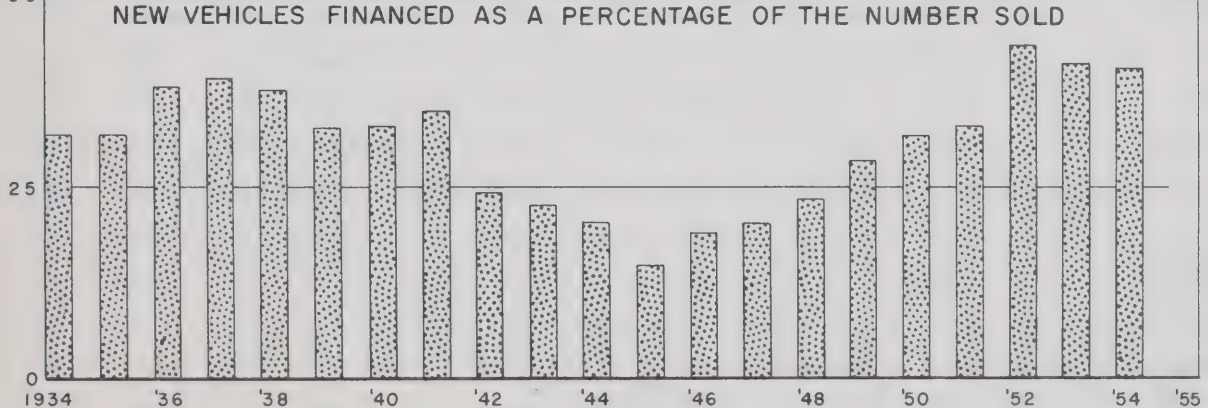
NEW MOTOR VEHICLES SALES AND FINANCING

1934—1954

THOUSANDS
OF VEHICLES

PER CENT

NEW VEHICLES FINANCED AS A PERCENTAGE OF THE NUMBER SOLD



Sales for 1944 and 1945 obtained from record of vehicles released from reserve pool.

TABLE 12. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and Months, 1954

Month	Canada			Atlantic Provinces			Quebec			Ontario		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual total	382,628	154,104	40.3	31,600	13,907	44.0	80,069	36,348	45.4	166,154	63,452	38.2
January	23,150	8,559	37.0	1,555	634	40.8	4,545	1,657	36.5	10,768	3,754	34.9
February	30,082	10,205	33.9	2,298	747	32.5	5,882	2,141	36.4	12,971	4,317	33.3
March	44,944	15,714	35.0	3,788	1,361	35.9	10,926	3,983	36.5	16,720	5,915	35.4
April	47,279	16,923	35.8	3,877	1,614	41.6	11,066	4,724	42.7	19,726	6,204	31.5
May	44,108	16,976	38.5	4,088	1,674	40.9	8,965	4,233	47.2	19,681	7,127	36.2
June	38,736	16,558	42.7	3,321	1,633	49.2	7,916	3,871	48.9	17,113	6,999	40.9
July	33,726	15,194	45.1	3,183	1,440	45.2	6,562	3,699	56.4	14,960	6,074	40.6
August	27,480	13,038	47.4	2,134	1,365	64.0	5,376	2,998	55.7	12,545	5,220	41.6
September	28,355	12,579	44.4	2,075	1,104	53.2	5,261	2,882	54.8	14,247	5,688	39.9
October	20,812	10,857	52.2	1,684	887	52.7	4,588	2,371	51.7	8,920	4,908	55.0
November	20,614	9,220	44.7	1,845	776	42.1	4,147	2,125	51.2	8,818	3,788	43.0
December	23,342	8,281	35.5	1,752	672	38.4	4,833	1,664	34.4	9,685	3,458	35.7
	Manitoba			Saskatchewan			Alberta			British Columbia		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual total	18,769	6,360	33.9	22,142	7,795	35.2	30,957	14,588	47.1	32,937	11,654	35.4
January	1,032	379	36.7	1,486	490	33.0	1,940	972	50.1	1,824	673	36.9
February	1,609	484	30.1	2,071	638	30.8	2,573	1,106	43.0	2,678	772	28.8
March	2,494	708	28.4	3,042	928	30.5	3,825	1,594	41.7	4,149	1,225	29.5
April	2,503	709	28.3	2,936	967	32.9	3,705	1,577	42.6	3,466	1,128	32.5
May	2,189	687	31.4	2,718	811	29.8	3,183	1,422	44.7	3,284	1,022	31.1
June	1,874	689	36.8	2,181	785	36.0	3,149	1,416	45.0	3,182	1,165	36.6
July	1,511	719	47.6	1,873	739	39.5	2,580	1,375	53.3	3,057	1,148	37.6
August	1,286	545	42.4	1,496	658	44.0	2,090	1,170	56.0	2,551	1,082	42.4
September	1,214	436	35.9	1,109	483	43.6	1,991	1,014	50.9	2,458	972	39.5
October	1,081	384	35.5	1,117	472	42.3	1,718	953	55.5	1,704	882	51.8
November	893	349	39.1	947	456	48.2	1,923	1,000	52.0	2,041	726	35.6
December	1,083	271	25.0	1,166	368	31.6	2,280	989	43.4	2,543	859	33.8



CANADA



NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING 1955

Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢
- B — Operating Results of Food Wholesalers, 25¢
- C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- D — 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
 - 2 Operating Results of Drug Wholesalers, 25¢
 - 3 Operating Results of Hardware Wholesalers, 25¢
 - 4 Operating Results of Plumbing and Heating Supply Wholesalers, 25¢
 - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

Part II — Retail Statistics

- E — General Review — (Discontinued)
- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- H — Operating Results of Food Store Chains, 25¢
- I — Operating Results of Clothing Store Chains, 25¢
- J — 1 Operating Results of Variety Store Chains, 25¢
 - 2 Operating Results of Drug Store Chains, 25¢
 - 3 Operating Results of Furniture Store Chains, 25¢
- *K — Operating Results of Independent Food Stores, 25¢
- *L — Operating Results of Independent Clothing Stores, 25¢
- *M — Operating Results of Independent Hardware, Furniture, Appliance, Radio and Television Stores, 25¢
- *N — Operating Results of Filling Stations and Garages, 25¢
- *O — 1 Operating Results of Independent General Stores, 25¢
 - 2 Operating Results of Independent Restaurants, 25¢
 - 3 Operating Results of Independent Fuel Dealers, 25¢
 - 4 Operating Results of Independent Drug Stores, 25¢
 - 5 Operating Results of Independent Jewellery Stores, 25¢
 - 6 Operating Results of Independent Tobacco Stores, 25¢
- P — Retail Credit, 25¢

Part III — Services and Special Fields

- Q — Laundries, Cleaners and Dyers, 25¢
- R — Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S — Hotels, 25¢
- T — Sales Financing, 25¢
- U — Farm Implement and Equipment Sales, 25¢
- V — New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W — Advertising Agencies (Memorandum), 10¢
- X — Motion Picture Production (Memorandum), 10¢

The reports are punched to permit of filing in a ring binder.

* Biennial reports — not issued for 1955.

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NOTES

This bulletin summarizes the statistics published in the monthly series under the same title and contains minor revisions to the monthly data where necessary. It is in two main parts as follows:

1. **New Motor Vehicle Sales** statistics are obtained from Canadian manufacturers who report consolidated totals of their dealers' monthly statements on sales to customers and from direct importers of cars of other than Canadian manufacture. Every effort is made to avoid duplication of sales reported by distributors of European cars.
2. **Financing of Motor Vehicle Sales** shown in this report covers only that financing handled by sales finance and acceptance companies. Financing charges and insurance are added to the instalment paper purchased from dealers.

COMMERCIAL VEHICLES

Commercial Vehicles is a term which is used for convenience in this report and is synonymous with the term "trucks and buses". Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

EUROPEAN VEHICLES

European Vehicles are shown in a special table but are also included in all other tables of new motor vehicle sales and financing.

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

1955

The number of new passenger cars sold in 1955 surpassed the sales of any previous year with a total of 386,962. Sales during the first three months of the year were below those of both 1954 and 1953. In April, however, sales advanced sharply and continued to a peak of 52,279 units in May, an all-time high. This seasonal peak was followed by lower sales, but the remaining months continued to show greater numbers sold than during previous years.

There were 386,962 new passenger cars sold in 1955, an increase of 24.6 per cent over 1954, while the retail value totalled \$1,023,351,000 compared with \$797,554,000 the previous year. Ontario accounted for 46.7 per cent of all passenger car sales and 35.9 per cent of all commercial units sold. British Columbia and Ontario showed significant increases in proportion to total units sold in Canada during 1955 compared with 1954.

Percentage Distribution of Number of New Motor Vehicles Sold, by Provinces, 1954 and 1955

Province	Passenger cars		Commercial vehicles	
	1954	1955	1954	1955
	%	%	%	%
Canada	100.0	100.0	100.0	100.0
Atlantic Provinces.....	7.7	7.3	10.7	10.4
Quebec.....	21.1	20.9	20.0	20.6
Ontario.....	45.5	46.7	34.6	35.9
Manitoba.....	4.9	4.3	5.1	4.7
Saskatchewan.....	5.2	3.8	8.3	5.9
Alberta.....	7.1	7.2	12.3	11.2
British Columbia ¹	8.5	9.8	9.0	11.3

1. Includes Yukon and Northwest Territories.

All provinces except Saskatchewan registered increased numbers of passenger cars sold and all except Saskatchewan and Alberta had increased sales of commercial vehicles. British Columbia showed the greatest gains in units sold followed by Ontario and Quebec.

Percentage Change in Number of New Vehicles Sold, by Provinces, 1955/1954

Province	Passenger cars	Commercial vehicles
	%	%
Canada	+ 24.6	+ 9.2
Atlantic Provinces.....	+ 18.7	+ 6.5
Quebec.....	+ 23.3	+ 12.0
Ontario.....	+ 28.1	+ 13.3
Manitoba.....	+ 9.1	+ 1.1
Saskatchewan.....	- 8.2	- 23.2
Alberta.....	+ 25.6	- 0.6
British Columbia ¹	+ 42.5	+ 38.4

1. Includes Yukon and Northwest Territories.

The 78,716 new commercial vehicles sold during 1955 included 789 buses which were valued at \$14,253,000. These sales were over 50 per cent greater in number than in 1954 and they almost doubled the 1954 total in value. Most significant increases were made in Quebec, Manitoba and Alberta.

Sales of Buses in 1954 and 1955

Month and Province	1954		1955	
	Number	Retail value	Number	Retail value
Annual total..... January..... February..... March..... April..... May..... June..... July..... August..... September..... October..... November..... December..... Canada..... Atlantic Provinces..... Quebec..... Ontario..... Manitoba..... Saskatchewan..... Alberta..... British Columbia ¹	\$'000 By months			
	506	7, 703	789	14, 253
	18	310	24	179
	28	450	10	112
	41	919	47	819
	34	805	95	1, 985
	27	532	50	1, 393
	25	371	81	1, 897
	30	296	77	1, 713
	87	661	122	1, 459
	66	810	113	1, 729
	42	450	83	1, 715
	85	1, 692	33	456
	23	407	54	796
	By provinces			
	506	7, 703	789	14, 253
	41	541	23	531
	92	1, 744	226	5, 102
	158	2, 321	175	3, 621
	61	1, 124	138	2, 656
	42	475	51	429
	58	890	154	1, 593
	54	608	22	321

1. Includes Yukon and Northwest Territories.

The peak of European car sales reached in 1950 has not since been attained. The year 1955, however, saw some gain over 1954 sales. Passenger car sales amounted to 22,165 units over 20,248 in 1954 while a more substantial gain was made in commercial vehicles. The 2,466 units sold in this category were the highest since 1951. The sales of European vehicles are included in their respective categories in the main tables of this report. Table 5 gives more detail on the sale of European vehicles sold in Canada by months.

Annual Sales of European Made Vehicles in Canada, 1949-1955

Year	Number of units	
	Passenger cars	Commercial vehicles
1949.....	28,263	1,838
1950.....	62,880	4,626
1951.....	29,113	3,049
1952.....	26,655	2,231
1953.....	26,378	1,647
1954.....	20,248	1,610
1955.....	22,165	2,466

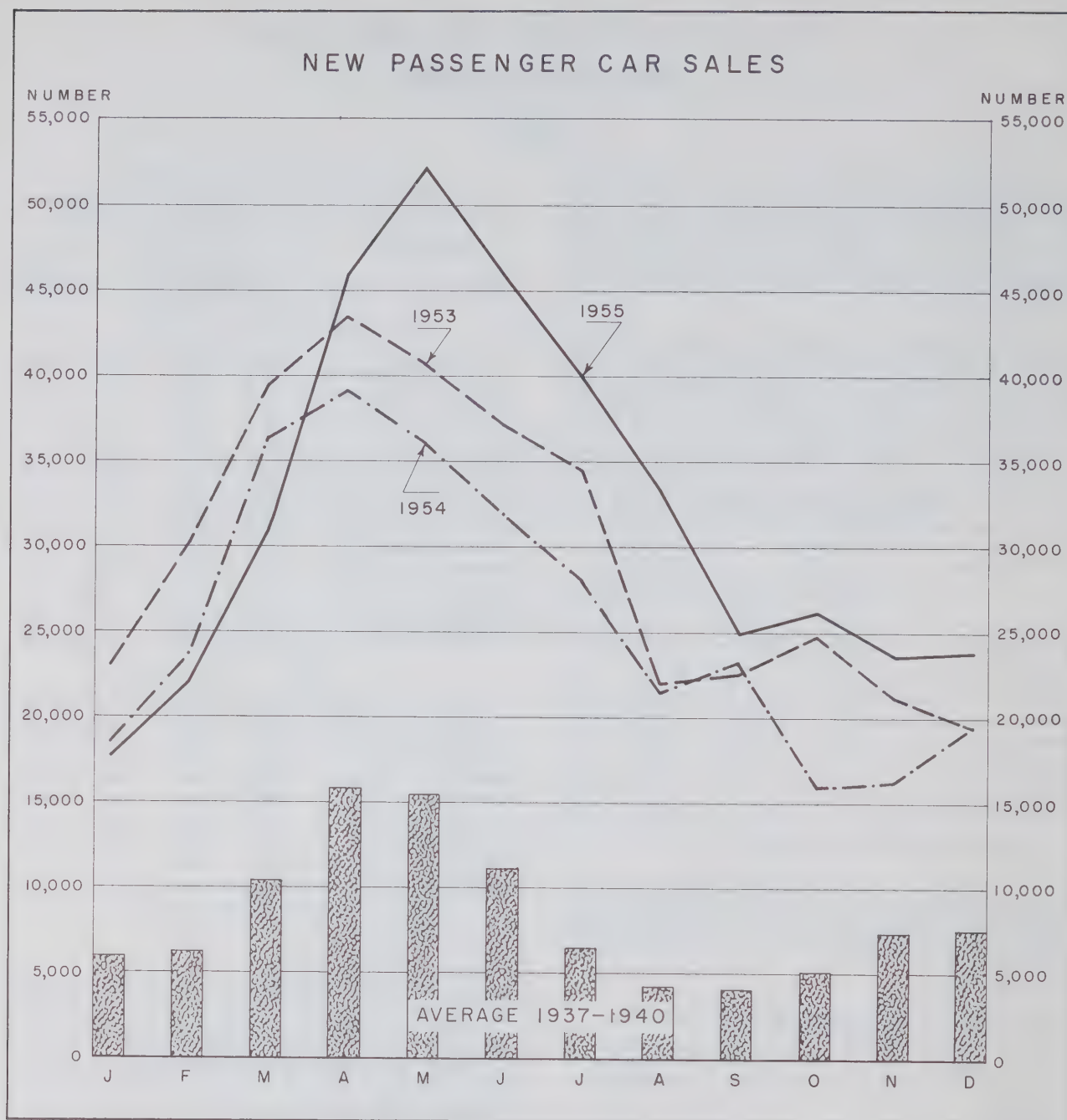


TABLE 1. Annual Sales of New Motor Vehicles in Canada, 1946-1955

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value		Number	Retail value		Number	Retail value	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
1946	120,044	193,329	1,611	77,742	120,325	1,548	42,302	73,003	1,726
1947	230,255	416,237	1,808	159,205	283,190	1,779	71,050	133,047	1,873
1948	221,300	439,217	1,985	145,655	282,904	1,942	75,645	156,313	2,066
1949 ¹	286,341	588,725	2,056	202,318	412,298	2,038	84,023	176,427	2,100
1950	429,695	885,669	2,061	324,903	661,674	2,037	104,792	223,995	2,138
1951	385,648	950,160	2,464	275,686	683,183	2,478	109,962	266,977	2,428
1952	400,777	1,003,662	2,504	292,095	725,168	2,483	108,682	278,495	2,562
1953	462,526	1,162,471	2,513	359,172	899,726	2,505	103,354	262,745	2,542
1954	382,628	989,518	2,586	310,546	797,554	2,568	72,082	191,964	2,663
1955	465,678	1,255,890	2,697	386,962	1,023,351	2,645	78,716	232,539	2,954

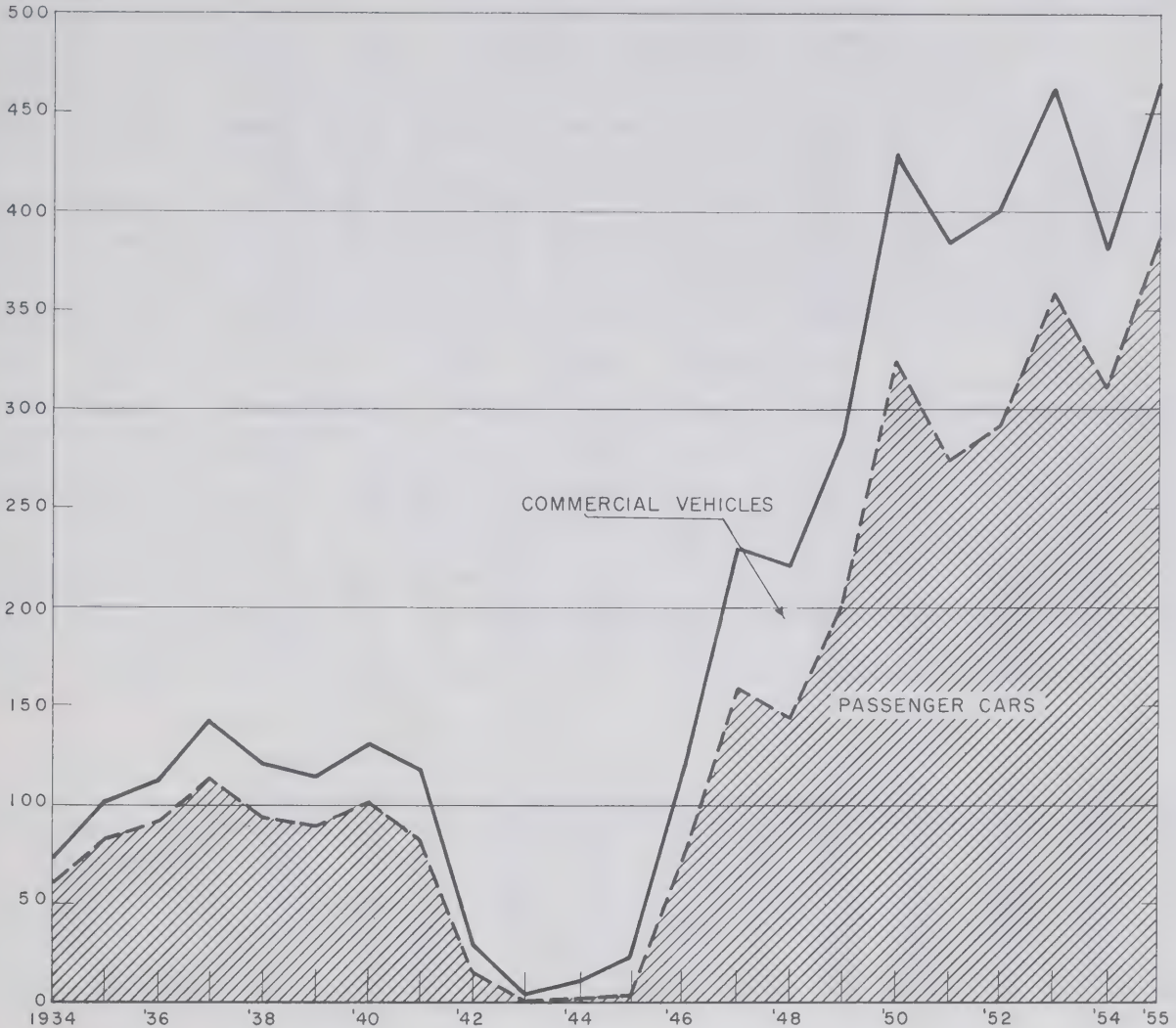
1. Includes Newfoundland from April 1949.

CHART I

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

THOUSANDS
OF VEHICLES

1934—1955



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

PER CENT

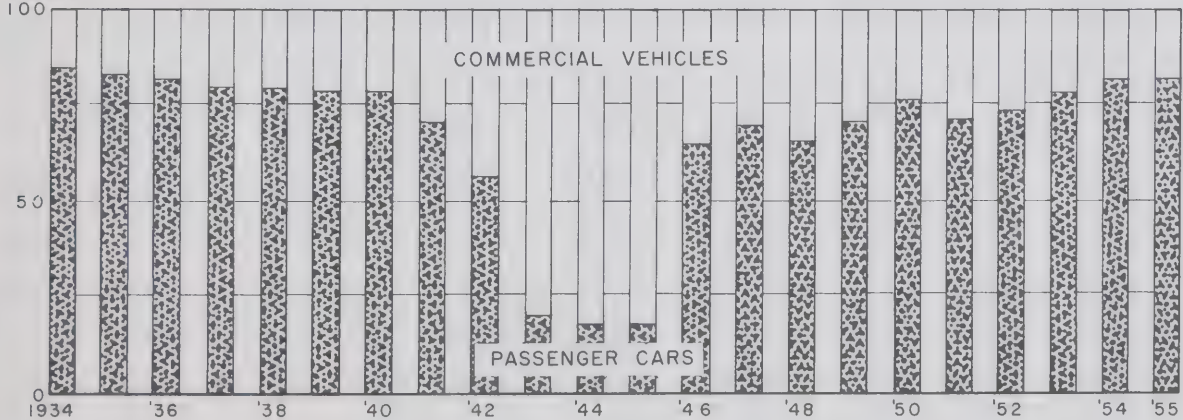


TABLE 2. New Motor Vehicle Sales in Canada, by Months, 1954 and 1955

Month	Passenger cars				Commercial vehicles			
	1954		1955		1954		1955	
	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value
		\$000		\$000		\$000		\$000
Annual total	310,546	797,554	386,962	1,023,351	72,082	191,964	78,716	232,539
January	18,527	46,783	17,810	47,242	4,623	12,421	3,576	10,267
February	23,788	60,550	22,084	58,041	6,294	16,314	4,212	12,005
March	36,459	94,616	30,937	78,690	8,485	22,345	4,687	13,745
April	39,221	100,805	46,002	121,042	8,058	20,988	7,909	22,677
May	36,098	93,155	52,279	135,745	8,010	20,379	8,770	24,242
June	31,898	82,421	45,923	119,516	6,838	17,970	8,990	26,490
July	28,018	71,471	40,000	103,680	5,708	14,448	7,434	22,698
August	21,568	55,040	33,450	86,694	5,912	14,828	8,595	24,576
September	23,216	58,609	24,939	64,438	5,139	13,272	6,905	21,523
October	15,994	39,874	26,135	72,630	4,818	13,515	7,283	21,356
November	16,306	41,982	23,594	67,159	4,308	13,935	5,368	16,092
December	19,453	52,248	23,809	68,474	3,889	11,549	4,987	16,868

TABLE 3. New Motor Vehicle Sales in Canada, by Provinces, 1955

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$000		\$000		\$000
Canada	465,678	1,255,890	386,962	1,023,351	78,716	232,539
Newfoundland	6,281	15,450	4,636	11,473	1,645	3,977
Prince Edward Island	2,044	4,922	1,490	3,647	554	1,275
Nova Scotia	15,586	38,947	12,411	31,173	3,175	7,774
New Brunswick	12,648	32,638	9,802	25,034	2,846	7,604
Quebec	97,099	272,505	80,918	219,424	16,181	53,081
Ontario	209,174	563,652	180,888	479,456	28,286	84,196
Manitoba	20,181	55,700	16,483	43,443	3,698	12,257
Saskatchewan	19,420	50,555	14,812	39,147	4,608	11,408
Alberta	36,563	99,281	27,781	73,872	8,782	25,409
British Columbia ¹	46,682	122,240	37,741	96,682	8,941	25,558

1. Includes Yukon and Northwest Territories.

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces and by Months, 1955

Month	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Mani-toba	Saskat-chewan	Alberta	British Columbia ¹	Canada	
											Number	Retail value
	Total vehicles										\$'000	
Annual total	6, 281	2, 044	15, 586	12, 648	97, 099	209, 174	20, 181	19, 420	36, 563	46, 682	465, 678	1, 255, 890
January	321	80	623	477	3, 992	10, 246	654	885	1, 780	2, 328	21, 386	57, 509
February	368	54	615	411	5, 488	12, 456	1, 083	1, 111	1, 987	2, 723	26, 296	70, 046
March	528	153	1, 491	1, 149	9, 481	13, 633	1, 565	1, 482	2, 751	3, 391	35, 624	92, 435
April	911	306	1, 814	1, 683	11, 272	25, 630	2, 406	2, 315	3, 714	3, 860	53, 911	143, 719
May	777	297	2, 179	1, 810	13, 951	28, 311	2, 480	2, 301	4, 053	4, 890	61, 049	159, 987
June	616	251	1, 889	1, 601	12, 006	24, 625	2, 264	2, 250	4, 100	5, 311	54, 913	146, 006
July	864	166	1, 628	1, 442	9, 773	18, 134	2, 490	2, 333	4, 349	6, 255	47, 434	126, 378
August	524	282	1, 571	1, 181	7, 690	18, 999	2, 027	1, 687	3, 373	4, 711	42, 045	111, 270
September	461	114	917	736	6, 270	13, 983	1, 562	1, 416	2, 835	3, 550	31, 844	85, 961
October	289	98	1, 003	619	6, 291	16, 505	1, 418	1, 458	2, 743	2, 994	33, 418	93, 986
November	432	127	878	867	5, 919	13, 235	1, 056	1, 148	2, 461	2, 839	28, 962	83, 251
December	190	116	978	672	4, 966	13, 417	1, 176	1, 034	2, 417	3, 830	28, 796	85, 342
	Passenger cars											
Annual total	4, 636	1, 490	12, 411	9, 802	80, 918	180, 888	16, 483	14, 812	27, 781	37, 741	386, 962	1, 023, 351
January	263	67	539	364	3, 238	8, 817	550	708	1, 315	1, 949	17, 810	47, 242
February	277	43	450	338	4, 580	10, 716	942	852	1, 592	2, 294	22, 084	58, 041
March	418	123	1, 265	970	8, 309	12, 258	1, 315	1, 135	2, 170	2, 974	30, 937	78, 690
April	646	220	1, 487	1, 324	9, 544	22, 580	2, 105	1, 779	3, 160	3, 157	46, 002	121, 042
May	611	200	1, 683	1, 410	12, 070	25, 398	2, 065	1, 758	3, 113	3, 971	52, 279	135, 745
June	459	190	1, 448	1, 202	9, 952	21, 645	1, 856	1, 734	3, 152	4, 285	45, 923	119, 516
July	648	125	1, 372	1, 134	8, 232	15, 931	2, 043	1, 848	3, 470	5, 197	40, 000	103, 680
August	370	197	1, 235	873	6, 121	15, 949	1, 571	1, 171	2, 327	3, 636	33, 450	86, 694
September	311	77	715	529	4, 955	11, 544	1, 141	1, 007	1, 904	2, 756	24, 939	64, 438
October	193	72	769	459	5, 069	13, 279	1, 149	1, 088	1, 933	2, 124	26, 135	72, 630
November	312	91	684	693	4, 791	11, 266	817	876	1, 795	2, 269	23, 594	67, 159
December	128	85	764	506	4, 057	11, 505	929	856	1, 850	3, 129	23, 809	68, 474
	Commercial vehicles											
Annual total	1, 645	554	3, 175	2, 846	16, 181	28, 286	3, 698	4, 608	8, 782	8, 941	78, 716	232, 539
January	58	13	84	113	754	1, 429	104	177	465	379	3, 576	10, 267
February	91	11	165	73	908	1, 740	141	259	395	429	4, 212	12, 005
March	110	30	226	179	1, 172	1, 375	250	347	581	417	4, 687	13, 745
April	265	86	327	359	1, 728	3, 050	301	536	554	703	7, 909	22, 677
May	166	97	496	400	1, 881	2, 913	415	543	940	919	8, 770	24, 242
June	157	61	441	399	2, 054	2, 980	408	516	948	1, 026	8, 990	26, 490
July	216	41	256	308	1, 541	2, 203	447	485	879	1, 058	7, 434	22, 698
August	154	85	336	308	1, 569	3, 050	456	516	1, 046	1, 075	8, 595	24, 576
September	150	37	202	207	1, 315	2, 439	421	409	931	794	6, 905	21, 523
October	96	26	234	160	1, 222	3, 226	269	370	810	870	7, 283	21, 356
November	120	36	194	174	1, 128	1, 969	239	272	666	570	5, 368	16, 092
December	62	31	214	166	909	1, 912	247	178	567	701	4, 987	16, 868

1. Includes Yukon and Northwest Territories.

TABLE 5. Sales of European Made Vehicles in Canada, by Months, 1954 and 1955

Month	Passenger cars				Commercial vehicles			
	1954		1955		1954		1955	
	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value
		\$'000		\$'000		\$'000		\$'000
Annual total	20,248	38,463	22,165	40,609	1,610	3,233	2,466	5,051
January	858	1,636	1,109	2,112	78	154	87	177
February	1,337	2,539	1,320	2,502	119	232	149	297
March	2,362	4,504	1,590	2,928	166	325	175	351
April	2,420	4,526	2,461	4,529	149	321	235	468
May	2,621	4,981	3,033	5,537	178	345	342	682
June	2,595	4,889	2,525	4,577	135	239	205	414
July	2,421	4,607	2,260	4,070	162	324	226	448
August	1,546	2,876	1,736	3,244	123	251	162	321
September	1,263	2,360	1,768	3,154	131	273	228	482
October	1,146	2,252	1,474	2,669	136	300	232	490
November	835	1,634	1,623	2,981	122	246	200	428
December	844	1,659	1,266	2,306	111	223	225	493

FINANCING OF MOTOR VEHICLE SALES

The financing of both new and used vehicles handled by sales finance and acceptance companies is covered in the following tables, while the sales of the previous section pertains only to new vehicles.

During 1955, there were 599,330 vehicles financed for \$719,328,000, substantially greater than 1954 but below the total number financed in 1952 and 1953 and below the amount

financed in 1953. New passenger car financing contributed largely to the gain over 1954 with an increase of 23.9 per cent in number. Used passenger cars financed numbered 355,638, an amount 9.1 per cent greater than in 1954 and were financed to the extent of \$294,508,000. British Columbia reported the greatest gains in motor vehicle financing during 1955 over the previous year.

Percentage Change in Number of Vehicle Sales Financed, by Provinces, 1955/1954

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	+ 23.9	+ 3.3	+ 9.1	- 0.2
Atlantic Provinces	+ 13.3	+ 2.7	+ 10.7	+ 5.1
Quebec	+ 19.5	+ 5.0	+ 12.4	+ 4.0
Ontario	+ 31.9	+ 11.7	+ 10.2	- 2.8
Manitoba	+ 4.4	- 15.2	- 0.3	- 2.9
Saskatchewan	- 9.4	- 35.8	- 14.3	- 15.9
Alberta	+ 23.9	- 8.1	+ 9.3	+ 0.3
British Columbia ¹	+ 34.3	+ 27.1	+ 13.2	+ 5.6

1. Includes Yukon and Northwest Territories.

Average Financed Value of Motor Vehicles in Canada by Provinces, 1954 and 1955

Province	Passenger			Commercial		
	1954	1955	% Change	1954	1955	% Change
New vehicles						
Canada	1,831	1,953	+ 6.7	2,191	2,451	+ 11.9
Atlantic Provinces	1,749	1,871	+ 7.0	1,891	2,114	+ 11.8
Quebec	1,944	2,068	+ 6.4	2,279	2,478	+ 8.7
Ontario	1,773	1,907	+ 7.6	2,033	2,423	+ 19.2
Manitoba	1,772	1,887	+ 6.5	2,071	2,247	+ 8.5
Saskatchewan	1,774	1,864	+ 5.1	2,112	2,128	+ 0.8
Alberta	1,868	1,959	+ 4.9	2,533	2,568	+ 1.4
British Columbia ¹	1,934	2,035	+ 5.2	2,489	2,894	+ 16.3
Used vehicles						
Canada	826	828	+ 0.2	856	834	- 2.6
Atlantic Provinces	762	789	+ 3.5	703	711	+ 1.1
Quebec	893	885	- 0.9	902	904	+ 0.2
Ontario	798	801	+ 0.4	801	766	- 4.4
Manitoba	834	806	- 3.4	828	864	+ 4.3
Saskatchewan	774	746	- 3.6	806	722	- 10.4
Alberta	823	815	- 1.0	1,004	896	- 10.8
British Columbia ¹	925	942	+ 1.8	1,021	1,060	+ 3.8

1. Includes Yukon and Northwest Territories.

TABLE 6. Annual Financing of Motor Vehicle Sales in Canada, 1931-1955

Year	Total, new and used vehicles			New vehicles			Used vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
1931	98,623	41,941	425	33,988	20,869	614	64,635	21,072	326
1932	69,291	25,865	373	21,293	12,741	598	47,998	13,124	273
1933	54,238	20,159	372	15,880	10,030	632	38,358	10,128	264
1934	76,170	30,091	395	23,264	16,365	703	52,906	13,727	259
1935	100,178	40,252	402	31,950	22,411	701	68,228	17,841	261
1936	137,514	54,860	399	42,863	29,888	697	94,651	24,972	264
1937	177,898	75,850	426	56,247	40,665	723	121,651	35,185	289
1938	162,703	69,686	428	45,267	33,702	745	117,436	35,984	306
1939	153,107	62,769	410	37,320	27,853	746	115,787	34,916	302
1940	176,578	75,236	426	42,982	33,473	779	133,596	41,762	313
1941	182,419	84,717	464	41,032	34,887	850	141,387	49,829	352
1942	66,310	24,597	371	7,398	6,207	839	58,912	18,390	312
1943	39,573	14,893	376	1,077	1,255	1,165	38,496	13,638	354
1944	32,970	14,571	442	2,371	2,927	1,235	30,599	11,644	381
1945	27,986	14,437	516	3,630	4,934	1,359	24,356	9,503	390
1946	53,393	41,586	779	22,866	27,979	1,224	30,527	13,608	446
1947	118,867	108,745	915	46,700	65,422	1,401	72,167	43,322	600
1948	155,634	144,955	931	51,867	73,806	1,423	103,767	71,149	686
1949 ¹	232,988	219,184	941	81,502	115,511	1,417	151,486	103,673	684
1950	364,681	342,081	938	135,304	191,435	1,415	229,377	150,646	657
1951	423,830	376,671	889	126,255	191,203	1,514	297,575	185,468	623
1952	620,354	639,689	1,031	172,587	292,454	1,695	447,767	347,235	775
1953	640,512	725,545	1,133	189,052	342,247	1,810	451,460	383,298	849
1954	538,728	611,646	1,135	154,104	292,259	1,897	384,624	319,387	830
1955	599,330	719,328	1,200	185,127	375,997	2,031	414,203	343,331	829

1. Includes Newfoundland from April 1949.

TABLE 7. Number of Motor Vehicles Financed in Canada, by Provinces, 1943-1955

Year	Canada	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ²
New vehicles								
1943	1,077	96	224	304	138		229	86
1944	2,371	298	532	528	290		530	193
1945	3,630	409	815	949	571		605	281
1946	22,866	2,117	4,712	9,416	1,281	1,373	2,289	1,678
1947	46,700	4,345	10,944	17,830	2,700	2,649	4,262	3,970
1948	51,867	4,993	12,955	20,322	2,506	2,528	4,290	4,273
1949	81,502	8,134	18,632	31,558	3,859	4,288	7,704	7,327
1950	135,304	12,160	28,804	50,039	7,319	9,076	13,982	13,924
1951	126,255	9,528	29,435	45,018	7,213	9,590	14,578	10,893
1952	172,587	14,142	38,268	62,090	9,035	12,518	20,940	15,594
1953	189,052	16,426	40,910	71,343	9,489	12,382	22,460	16,042
1954	154,104	13,907	36,348	63,452	6,360	7,795	14,588	11,654
1955	185,127	15,407	42,489	81,948	6,413	6,547	16,850	15,473
1954								
Passenger	126,099	10,597	29,734	54,846	5,210	5,839	10,744	9,129
Commercial	28,005	3,310	6,614	8,606	1,150	1,956	3,844	2,525
1955								
Passenger	156,191	12,007	35,541	72,335	5,437	5,291	13,316	12,264
Commercial	28,936	3,400	6,948	9,613	976	1,256	3,534	3,209
Used vehicles								
1943	38,496	1,227	3,881	19,555	4,930		4,258	4,645
1944	30,599	634	3,507	17,159	2,602		2,731	3,966
1945	24,356	540	3,608	13,679	1,717		2,032	2,780
1946	30,527	1,234	4,932	17,664	1,192	841	2,376	2,288
1947	72,167	4,037	11,184	39,473	3,263	2,031	5,291	6,888
1948	103,767	6,344	13,778	58,174	3,832	2,402	8,193	11,044
1949	151,486	12,412	20,156	80,114	5,535	4,869	13,352	15,048
1950	229,377	21,352	33,611	106,894	10,599	11,027	21,435	24,459
1951	297,575	28,220	45,020	132,211	14,715	17,458	30,455	29,496
1952	447,767	40,579	72,283	186,108	23,246	27,285	46,930	41,336
1953	451,460	44,252	78,407	191,061	21,769	27,495	47,970	40,506
1954	384,624	41,683	72,989	161,019	16,049	21,634	37,804	33,446
1955	414,203	45,653	81,100	175,030	15,937	18,463	40,588	37,432
1954								
Passenger	325,953	33,141	62,050	142,697	13,514	17,107	29,590	27,854
Commercial	58,671	8,542	10,939	18,322	2,535	4,527	2,535	4,527
1955								
Passenger	355,638	36,674	69,726	157,230	13,475	14,655	32,351	31,527
Commercial	58,565	8,979	11,374	17,800	2,462	3,808	8,237	5,905

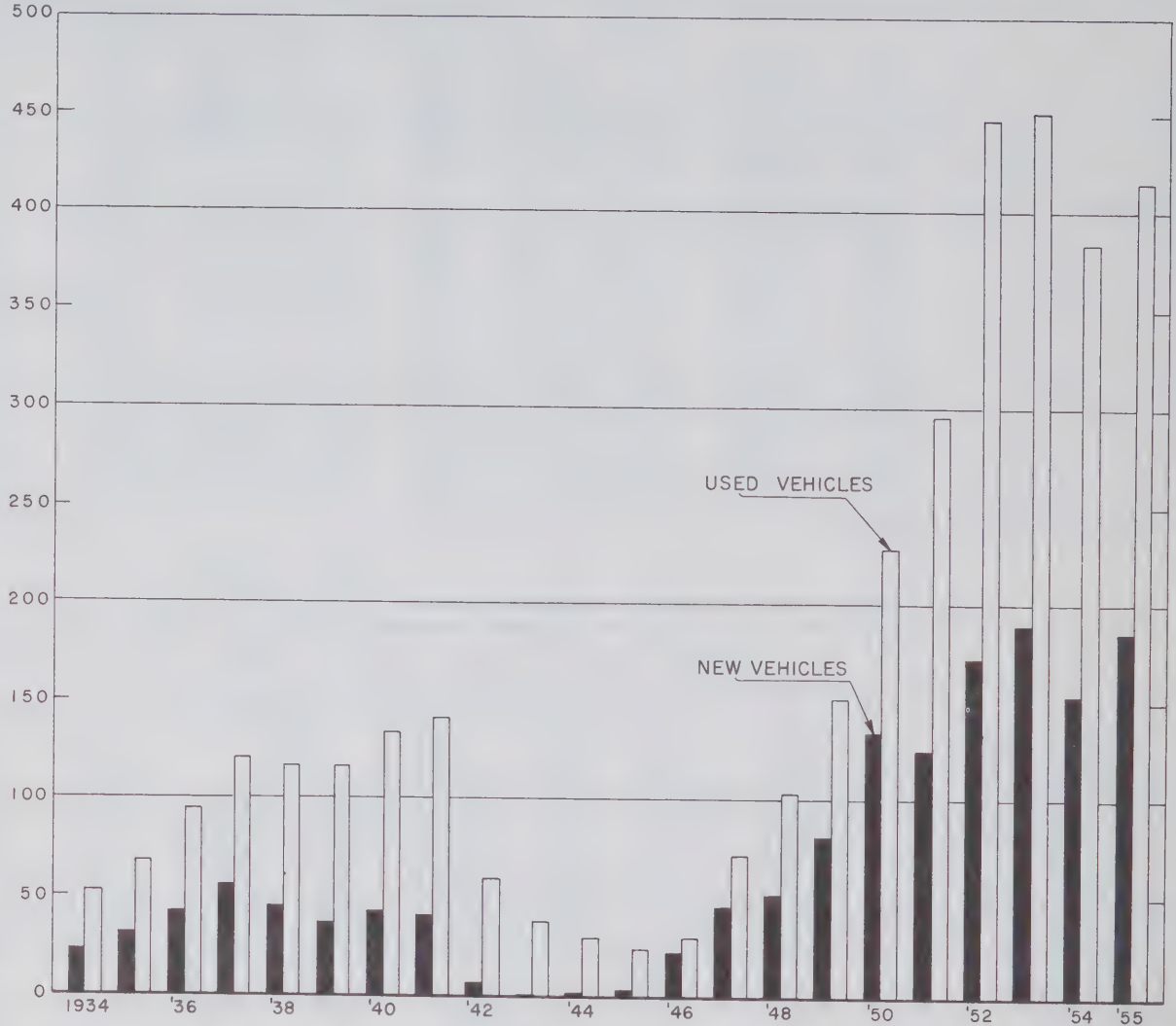
1. Includes Newfoundland from April 1949.

2. Includes Yukon and Northwest Territories.

CHART 2

NUMBER OF MOTOR VEHICLE SALES FINANCED

1934—1955

THOUSANDS
OF VEHICLES

PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT

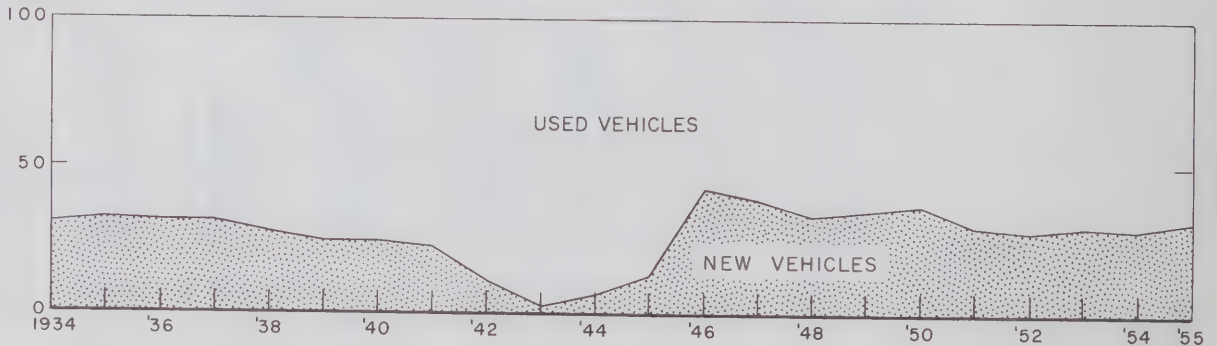


TABLE 8. Financing of Motor Vehicle Sales in Canada, by Months, 1955

Month	Total, passenger and commercial		Passenger		Commercial		
	Number	Amount	Number	Amount	Number	Amount	
	\$000		\$000		\$000		
	Total, new and used vehicles						
	Annual total	599, 330	719, 328	511, 829	599, 577	87, 501	119, 751
	January	26, 878	30, 993	22, 431	25, 215	4, 447	5, 778
	February	30, 952	35, 638	26, 358	29, 589	4, 594	6, 049
	March	47, 193	53, 754	41, 215	46, 612	5, 978	7, 142
	April	56, 100	64, 856	48, 727	56, 246	7, 373	8, 610
	May	67, 159	80, 893	57, 711	67, 711	9, 448	13, 182
	June	69, 614	83, 994	60, 073	70, 382	9, 541	13, 612
	July	62, 944	76, 466	54, 746	64, 876	8, 198	11, 590
	August	62, 969	77, 197	53, 844	64, 049	9, 125	13, 148
	September	54, 243	65, 545	45, 542	53, 821	8, 701	11, 724
	October	47, 163	56, 609	39, 725	46, 430	7, 438	10, 179
	November	41, 864	51, 431	34, 864	41, 753	7, 000	9, 678
	December	32, 251	41, 952	26, 593	32, 893	5, 658	9, 059
	New vehicles						
	Annual total	185, 127	375, 997	156, 191	305, 069	28, 936	70, 928
	January	7, 351	14, 348	6, 128	11, 465	1, 223	2, 883
	February	8, 318	16, 429	7, 026	13, 327	1, 292	3, 102
	March	13, 530	26, 476	11, 861	22, 803	1, 669	3, 673
	April	16, 504	32, 048	14, 426	27, 606	2, 078	4, 442
	May	21, 765	43, 216	18, 546	35, 266	3, 219	7, 950
	June	22, 331	44, 576	18, 960	36, 245	3, 371	8, 331
	July	20, 256	41, 146	17, 367	33, 962	2, 889	7, 184
	August	20, 351	41, 887	16, 987	33, 381	3, 364	8, 506
September	17, 335	35, 761	14, 317	28, 335	3, 018	7, 426	
October	14, 895	30, 665	12, 266	24, 338	2, 629	6, 327	
November	12, 517	26, 957	10, 138	21, 087	2, 379	5, 870	
December	9, 974	22, 488	8, 169	17, 254	1, 805	5, 234	
Used vehicles							
Annual total	414, 203	343, 331	355, 638	294, 508	58, 565	48, 823	
January	19, 527	16, 645	16, 303	13, 750	3, 224	2, 895	
February	22, 634	19, 209	19, 332	16, 262	3, 302	2, 947	
March	33, 663	27, 278	29, 354	23, 809	4, 309	3, 469	
April	39, 596	32, 808	34, 301	28, 640	5, 295	4, 168	
May	45, 394	37, 677	39, 165	32, 445	6, 229	5, 232	
June	47, 283	39, 418	41, 113	34, 137	6, 170	5, 281	
July	42, 688	35, 320	37, 379	30, 914	5, 309	4, 406	
August	42, 618	35, 310	36, 857	30, 668	5, 761	4, 642	
September	36, 908	29, 784	31, 225	25, 486	5, 683	4, 298	
October	32, 268	25, 944	27, 459	22, 092	4, 809	3, 852	
November	29, 347	24, 474	24, 726	20, 666	4, 621	3, 808	
December	22, 277	19, 464	18, 424	15, 639	3, 853	3, 825	

TABLE 9. Financing of Motor Vehicle Sales in Canada, by Provinces, 1955

Province	Total, passenger and commercial			Passenger cars			Commercial vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
Total, new and used vehicles									
Canada	599,330	719,328	1,200	511,829	599,577	1,171	87,501	119,751	1,369
Atlantic Provinces	61,060	64,988	1,064	48,681	51,418	1,056	12,379	13,570	1,096
Quebec	123,589	162,692	1,316	105,267	135,188	1,284	18,322	27,504	1,501
Ontario	256,978	300,866	1,171	229,565	263,934	1,150	27,413	36,932	1,347
Manitoba	22,350	25,432	1,138	18,912	21,113	1,116	3,438	4,319	1,256
Saskatchewan.....	25,010	26,224	1,049	19,946	20,800	1,043	5,064	5,424	1,071
Alberta	57,438	68,909	1,200	45,667	52,453	1,149	11,771	16,456	1,398
British Columbia ¹	52,905	70,217	1,327	43,791	54,671	1,248	9,114	15,546	1,706
New vehicles									
Canada	185,127	375,997	2,031	156,191	305,069	1,953	28,936	70,928	2,451
Atlantic Provinces	15,407	29,651	1,925	12,007	22,464	1,871	3,400	7,187	2,114
Quebec	42,489	90,717	2,135	35,541	73,497	2,068	6,948	17,220	2,478
Ontario	81,948	161,227	1,967	72,335	137,934	1,907	9,613	23,293	2,423
Manitoba	6,413	12,451	1,941	5,437	10,258	1,887	976	2,193	2,247
Saskatchewan.....	6,547	12,534	1,914	5,291	9,861	1,864	1,256	2,673	2,128
Alberta	16,850	35,167	2,087	13,316	26,092	1,959	3,534	9,075	2,568
British Columbia ¹	15,473	34,250	2,214	12,264	24,963	2,035	3,209	9,287	2,894
Used vehicles									
Canada	414,203	343,331	829	355,638	294,508	828	58,565	48,823	834
Atlantic Provinces	45,653	35,337	774	36,674	28,954	789	8,979	6,383	711
Quebec	81,100	71,975	887	69,726	61,691	885	11,374	10,284	904
Ontario	175,030	139,639	798	157,230	126,000	801	17,800	13,639	766
Manitoba	15,937	12,981	815	13,475	10,855	806	2,462	2,126	864
Saskatchewan.....	18,463	13,690	741	14,655	10,939	746	3,808	2,751	722
Alberta	40,588	33,742	831	32,351	26,361	815	8,237	7,381	896
British Columbia ¹	37,432	35,967	961	31,527	29,708	942	5,905	6,259	1,060

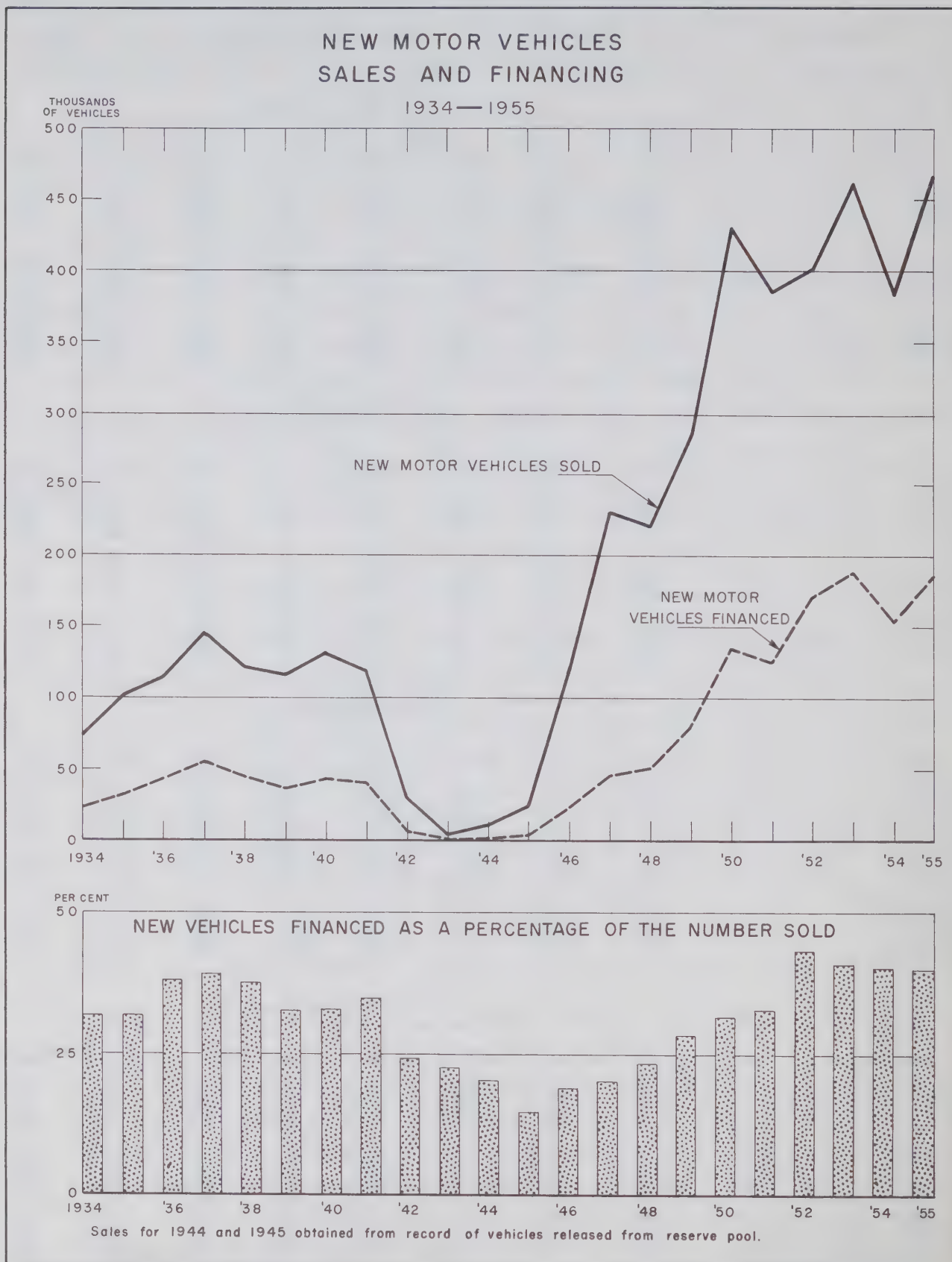
1. Includes Yukon and Northwest Territories.

TABLE 10. Number of Motor Vehicles Financed, by Provinces and by Months, 1955

Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
New Passenger cars								
Annual total.....	156,191	12,007	35,541	72,335	5,437	5,291	13,316	12,264
January.....	6,128	419	1,146	2,860	187	244	618	654
February.....	7,026	434	1,605	3,330	239	200	609	609
March.....	11,861	914	2,781	5,796	361	306	871	832
April.....	14,426	1,280	3,445	6,606	544	488	1,129	934
May.....	18,546	1,409	4,498	8,652	661	500	1,460	1,366
June.....	18,960	1,519	4,532	8,577	665	595	1,666	1,406
July.....	17,367	1,328	4,050	7,997	608	583	1,511	1,290
August.....	16,987	1,458	3,820	7,661	579	578	1,444	1,447
September.....	14,317	1,109	3,153	6,445	521	592	1,234	1,263
October.....	12,266	885	2,726	5,584	428	564	1,140	939
November.....	10,138	737	2,156	4,882	261	380	962	760
December.....	8,169	515	1,629	3,945	383	261	672	764
New commercial vehicles								
Annual total.....	28,936	3,400	6,948	9,613	976	1,256	3,534	3,209
January.....	1,223	133	282	392	30	47	201	138
February.....	1,292	129	312	439	33	64	165	150
March.....	1,669	180	420	604	51	54	162	198
April.....	2,078	276	512	688	83	95	227	197
May.....	3,219	380	770	1,098	104	152	382	333
June.....	3,371	434	808	1,122	111	117	395	384
July.....	2,889	385	708	935	79	119	331	332
August.....	3,364	458	736	1,064	122	154	458	372
September.....	3,018	331	746	926	138	139	358	380
October.....	2,629	300	627	878	83	130	307	304
November.....	2,379	247	566	812	81	120	331	222
December.....	1,805	147	461	655	61	65	217	199
Used passenger cars								
Annual total.....	355,638	36,674	69,726	157,230	13,475	14,655	32,351	31,527
January.....	16,303	1,461	2,436	7,665	601	668	1,680	1,792
February.....	19,332	1,623	3,162	8,987	631	665	2,025	2,239
March.....	29,354	2,875	5,537	13,913	821	1,054	2,613	2,541
April.....	34,301	3,431	6,893	15,033	1,370	1,457	3,282	2,835
May.....	39,165	3,988	8,351	17,624	1,376	1,379	3,140	3,307
June.....	41,113	4,505	8,767	17,605	1,568	1,790	3,578	3,300
July.....	37,379	4,051	7,613	16,140	1,518	1,612	3,308	3,137
August.....	36,857	4,170	7,240	15,594	1,476	1,496	3,304	3,577
September.....	31,225	3,394	6,024	13,452	1,366	1,363	2,827	2,799
October.....	27,459	2,756	5,289	11,837	1,167	1,397	2,601	2,412
November.....	24,726	2,565	4,871	11,170	806	1,053	2,315	1,946
December.....	18,424	1,855	3,543	8,210	775	721	1,678	1,642
Used commercial vehicles								
Annual total.....	58,565	8,979	11,374	17,800	2,462	3,808	8,237	5,905
January.....	3,224	405	551	1,066	138	218	507	339
February.....	3,302	389	565	1,037	155	203	550	403
March.....	4,309	641	769	1,461	142	247	603	446
April.....	5,295	788	985	1,590	239	408	821	464
May.....	6,229	957	1,249	1,980	265	314	863	601
June.....	6,170	1,022	1,257	1,867	242	394	816	572
July.....	5,309	889	1,076	1,582	230	294	638	600
August.....	5,761	965	1,112	1,624	239	440	789	592
September.....	5,683	946	1,196	1,626	226	387	712	590
October.....	4,809	748	889	1,417	219	338	694	504
November.....	4,621	675	950	1,367	196	334	674	425
December.....	3,853	554	775	1,183	171	231	570	369

1. Includes Yukon and Northwest Territories.

CHART 3



SALES AND FINANCING OF NEW VEHICLES COMPARED

The percentage of new motor vehicles sold during 1955 which were financed through sales finance companies declined slightly from the 1954 ratio. Of the 465,678 new vehicles sold, 39.8 per cent or 185,127 were financed. Alberta still showed the highest percentage financed at 46.1 per cent. In Quebec,

43.8 per cent of new vehicles sold were financed through this medium while 42.1 per cent of the Atlantic Provinces' sales were handled by sales finance companies. Other provinces showed lesser percentages ranging downward to 31.8 per cent in Manitoba.

TABLE 11. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1955

Province	Sales of new vehicles		Financing of sales of new vehicles			
	Number	Retail value	Number	% of total number sold	Amount of financing	% of value of total number sold
	\$'000		\$'000			
	Total vehicles					
Canada	465, 678	1, 255, 890	185, 127	39. 8	375, 997	29. 9
Atlantic Provinces	36, 559	91, 957	15, 407	42. 1	29, 651	32. 2
Quebec	97, 099	272, 505	42, 489	43. 8	90, 717	33. 3
Ontario	209, 174	563, 652	81, 948	39. 2	161, 227	28. 6
Manitoba	20, 181	55, 700	6, 413	31. 8	12, 451	22. 4
Saskatchewan	19, 420	50, 555	6, 547	33. 7	12, 534	24. 8
Alberta	36, 563	99, 281	16, 850	46. 1	35, 167	35. 4
British Columbia ¹	46, 682	122, 240	15, 473	33. 1	34, 250	28. 0
	Passenger cars					
Canada	386, 962	1, 023, 351	156, 191	40. 4	305, 069	29. 8
Atlantic Provinces	28, 339	71, 327	12, 007	42. 4	22, 464	31. 5
Quebec	80, 918	219, 424	35, 541	43. 9	73, 497	33. 5
Ontario	180, 888	479, 456	72, 335	40. 0	137, 934	28. 8
Manitoba	16, 483	43, 443	5, 437	33. 0	10, 258	23. 6
Saskatchewan	14, 812	39, 147	5, 291	35. 7	9, 861	25. 2
Alberta	27, 781	73, 872	13, 316	47. 9	26, 092	35. 3
British Columbia ¹	37, 741	96, 682	12, 264	32. 5	24, 963	25. 8
	Commercial vehicles					
Canada	78, 716	232, 539	28, 936	36. 8	70, 928	30. 5
Atlantic Provinces	8, 220	20, 630	3, 400	41. 4	7, 187	34. 8
Quebec	16, 181	53, 081	6, 948	42. 9	17, 220	32. 4
Ontario	28, 286	84, 196	9, 613	34. 0	23, 293	27. 7
Manitoba	3, 698	12, 257	976	26. 4	2, 193	17. 9
Saskatchewan	4, 608	11, 408	1, 256	27. 3	2, 673	23. 4
Alberta	8, 782	25, 409	3, 534	40. 2	9, 075	35. 7
British Columbia ¹	8, 941	25, 558	3, 209	35. 9	9, 287	36. 3

1. Includes Yukon and Northwest Territories.

TABLE 12. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and by Months, 1955

Month	Canada			Atlantic Provinces			Quebec			Ontario		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual total	465,678	185,127	39.8	36,559	15,407	42.1	97,099	42,489	43.8	209,174	81,948	39.2
January	21,386	7,351	34.4	1,501	552	36.8	3,992	1,428	35.8	10,246	3,252	31.7
February	26,296	8,318	31.6	1,448	563	38.9	5,488	1,917	34.9	12,456	3,769	30.3
March	35,624	13,530	38.0	3,321	1,094	32.9	9,481	3,201	33.8	13,633	6,400	46.9
April	53,911	16,504	30.6	4,714	1,556	33.0	11,272	3,957	35.1	25,630	7,294	28.5
May	61,049	21,765	35.7	5,063	1,789	35.3	13,951	5,268	37.8	28,311	9,750	34.4
June	54,913	22,331	40.7	4,357	1,953	44.8	12,006	5,340	44.5	24,625	9,699	39.4
July	47,434	20,256	42.7	4,100	1,713	41.8	9,773	4,758	48.7	18,134	8,932	49.3
August	42,045	20,351	48.4	3,558	1,916	53.9	7,690	4,556	59.2	18,999	8,725	45.9
September	31,844	17,335	54.4	2,228	1,440	64.6	6,270	3,899	62.2	13,983	7,371	52.7
October	33,418	14,895	44.6	2,009	1,185	59.0	6,291	3,353	53.3	16,505	6,462	39.2
November	28,962	12,517	43.2	2,304	984	42.7	5,919	2,722	46.0	13,235	5,694	43.0
December	28,796	9,974	34.6	1,956	662	33.8	4,966	2,090	42.1	13,417	4,600	34.3
	Manitoba			Saskatchewan			Alberta			British Columbia ¹		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual total	20,181	6,413	31.8	19,420	6,547	33.7	36,563	16,850	46.1	46,682	15,473	33.1
January	654	217	33.2	885	291	32.9	1,780	819	46.0	2,328	792	34.0
February	1,083	272	25.1	1,111	264	23.8	1,987	774	39.0	2,723	759	27.9
March	1,565	412	26.3	1,482	360	24.3	2,751	1,033	37.5	3,391	1,030	30.4
April	2,406	627	26.1	2,315	583	25.2	3,714	1,356	36.5	3,860	1,131	29.3
May	2,480	765	30.8	2,301	652	28.3	4,053	1,842	45.4	4,890	1,699	34.7
June	2,264	776	34.3	2,250	712	31.6	4,100	2,061	50.3	5,311	1,790	33.7
July	2,490	687	27.6	2,333	702	30.1	4,349	1,842	42.4	6,255	1,622	25.9
August	2,027	701	34.6	1,687	732	43.4	3,373	1,902	56.4	4,711	1,819	38.6
September	1,562	659	42.2	1,416	731	51.6	2,835	1,592	56.2	3,550	1,643	46.3
October	1,418	511	36.0	1,458	694	47.6	2,743	1,447	52.8	2,994	1,243	41.5
November	1,056	342	32.4	1,148	500	43.6	2,461	1,293	52.5	2,839	982	34.6
December	1,176	444	37.8	1,034	326	31.5	2,417	889	36.8	3,830	963	25.1

1. Includes Yukon and Northwest Territories.

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Canada Statistics Bureau 37



CANADA

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING 1956



Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢
- * B — Operating Results of Food Wholesalers, 25¢
- * C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- * D — 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
 - 2 Operating Results of Drug Wholesalers, 25¢
 - 3 Operating Results of Hardware Wholesalers, 25¢
 - 4 Operating Results of Plumbing and Heating Supply Wholesalers, 25¢
 - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

Part II — Retail Statistics

- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- * H — Operating Results of Food Store Chains, 25¢
- * I — Operating Results of Clothing Store Chains, 25¢
- * J — 1 Operating Results of Variety Store Chains, 25¢
 - 2 Operating Results of Drug Store Chains, 25¢
 - 3 Operating Results of Furniture Store Chains, 25¢
- K — Operating Results of Independent Food Stores, 25¢
- L — Operating Results of Independent Clothing Stores, 25¢
- M — Operating Results of Independent Hardware, Furniture, Appliance, Radio and Television Stores, 25¢
- N — Operating Results of Filling Stations and Garages, 25¢
- O — 1 Operating Results of Independent General Stores, 25¢
 - 2 Operating Results of Independent Restaurants, 25¢
 - 3 Operating Results of Independent Fuel Dealers, 25¢
 - 4 Operating Results of Independent Drug Stores, 25¢
 - 5 Operating Results of Independent Jewellery Stores, 25¢
 - 6 Operating Results of Independent Tobacco Stores, 25¢
- P — Retail Credit, 25¢

Part III — Services and Special Fields

- Q — Laundries, Cleaners and Dyers, 25¢
- R — Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S — Hotels, 25¢
- T — Sales Financing, 25¢
- U — Farm Implement and Equipment Sales, 25¢
- V — New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W — Advertising Agencies (Memorandum), 10¢
- X — Motion Picture Production (Memorandum), 10¢

The reports are punched to permit of filing in a ring binder.

* Biennial reports — not issued for 1956.

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NOTES

This bulletin summarizes the statistics published in the monthly series under the same title and contains minor revisions to the monthly data where necessary. It is in two main parts as follows:

1. **New Motor Vehicle Sales** statistics are obtained from Canadian manufacturers who report consolidated totals of their dealers' monthly statements on sales to customers and from direct importers of cars of other than Canadian manufacture. Every effort is made to avoid duplication of sales reported by distributors of European cars.
2. **Financing of Motor Vehicle Sales** shown in this report covers only that financing handled by sales finance and acceptance companies. Financing charges and insurance are added to the instalment paper purchased from dealers.

COMMERCIAL VEHICLES

Commercial Vehicles is a term which is used for convenience in this report and is synonymous with the term "trucks and buses". Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

EUROPEAN VEHICLES

European Vehicles are shown in a special table but are also included in all other tables of new motor vehicle sales and financing.

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING 1956

Sales of new passenger cars in 1956 rose from a low of 16,864 units in January to a peak of 53,870 in May and tapered off to 25,231 in December, reaching an unprecedented total of 407,710 units for the year. This was 5 per cent more than the 386,962 passenger cars sold in 1955. Outstanding increases occurred in Saskatchewan (16.5 per cent), Quebec and Alberta (15 per cent), and to a lesser degree in the Atlantic Provinces (9 per cent). Sales were down a fraction in Ontario and 2 per cent in Manitoba.

gains of 29 per cent in number and 54 per cent in value while the latter increased 25 per cent and 56 per cent respectively for number and value.

Bus sales, included with commercial vehicles above, accounted for 755 units and revenue of \$14,878,000 in 1956 compared with sales of 789 units sold for \$14,253,000 in 1955. Exactly 80 per cent of all buses were sold in three provinces: Quebec 44 per cent; Alberta 20 per cent; Ontario 16 per cent.

**Percentage Change in Number and Value of New Motor
Vehicles Sold, by Provinces, 1956/1955**

Province	Passenger cars		Commercial vehicles	
	Number	Value	Number	Value
	%	%	%	%
Canada.....	+ 5.4	+ 10.2	+ 16.4	+ 40.5
Atlantic Provinces	+ 9.2	+ 13.2	+ 9.6	+ 26.5
Quebec.....	+ 15.0	+ 20.7	+ 29.3	+ 54.3
Ontario.....	- 0.1	+ 4.2	+ 12.4	+ 38.9
Manitoba.....	- 1.8	+ 2.4	+ 3.5	+ 3.6
Saskatchewan	+ 16.5	+ 19.5	+ 9.4	+ 30.8
Alberta.....	+ 14.7	+ 20.3	+ 25.3	+ 55.5
British Columbia ¹	2	+ 5.8	+ 12.6	+ 35.4

1. Includes Yukon and Northwest Territories.
2. Unchanged.

The proportions of units sold by provinces to total units sold decreased in Ontario from 47 per cent a year ago to 44 per cent for passenger cars and from 36 per cent to 35 per cent in the case of commercial vehicles and increased in Quebec from 21 per cent to 23 per cent in both instances. The proportions in the other regions varied up or down by a fraction.

**Percentage Distribution of New Motor Vehicles Sold,
by Provinces, 1955 and 1956**

Province	Passenger Cars		Commercial Vehicles	
	1955	1956	1955	1956
	%	%	%	%
Canada.....	100.0	100.0	100.0	100.0
Atlantic Provinces.....	7.3	7.6	10.4	9.8
Quebec.....	20.9	22.8	20.6	22.8
Ontario.....	46.7	44.3	35.9	34.7
Manitoba.....	4.3	4.0	4.7	4.2
Saskatchewan.....	3.8	4.2	5.9	5.5
Alberta.....	7.2	7.8	11.2	12.0
British Columbia ¹	9.8	9.3	11.3	11.0

1. Includes Yukon and Northwest Territories.

The 407,710 new passenger cars sold retailed for \$1,127,523,000 or 10 per cent more than the 386,962 vehicles which were sold for \$1,023,351,000 in 1955. The values of sales were up in all the regions of the country with Quebec in the lead at 21 per cent followed by Saskatchewan and Alberta at 20 per cent.

There were 91,660 commercial vehicles sold in 1956, an increase of 16 per cent over the previous year and these retailed for \$326,690,000, more than 40 per cent above 1955's corresponding total. Regionally, sales were up in number and value in all the provinces. The most noteworthy increases were registered for Quebec and Alberta. The former accounted for

Sales of Buses by Months and by Provinces, 1955 and 1956

Month and Province	1955		1956	
	Number	Retail value	Number	Retail value
	\$000		\$000	
	By months			
Annual total	789	14,253	755	14,878
January	24	179	13	96
February	10	112	12	231
March	47	819	45	1,288
April	95	1,985	74	1,796
May	50	1,393	91	2,070
June	81	1,897	102	2,827
July	77	1,713	113	2,299
August	122	1,459	85	1,187
September	113	1,729	67	574
October	83	1,715	41	456
November	33	456	41	542
December	54	796	71	1,512
	By provinces			
Annual total	789	14,253	755	14,878
Atlantic Provinces	23	531	7	178
Quebec	226	5,102	331	8,105
Ontario	175	3,621	120	3,201
Manitoba	138	2,656	39	822
Saskatchewan	51	429	73	617
Alberta	154	1,593	154	1,742
British Columbia ¹	22	321	31	213

1. Includes Yukon and Northwest Territories.

Another feature of this report covers the sales of European made vehicles which accounted for substantial increases in 1956 over a year ago but fell short of the record year 1950 by approximately 44 per cent. The number of new passenger cars sold increased 54 per cent to 34,169 units from 22,165 in the previous year and commercial vehicles 56 per cent to 3,845 from 2,466, second only to 1950. More detail on the sale of European made vehicles in Canada will be found in Table 5. Although sales of European vehicles are shown separately they are included in the main tables of this report.

**Annual Sales of New European Made Vehicles
in Canada, 1949-1956**

Year	Number of units	
	Passenger cars	Commercial vehicles
1949.....	28,263	1,838
1950.....	62,880	4,626
1951.....	29,113	3,049
1952.....	26,655	2,231
1953.....	26,378	1,647
1954.....	20,248	1,610
1955.....	22,165	2,466
1956.....	34,169	3,845

CHART I

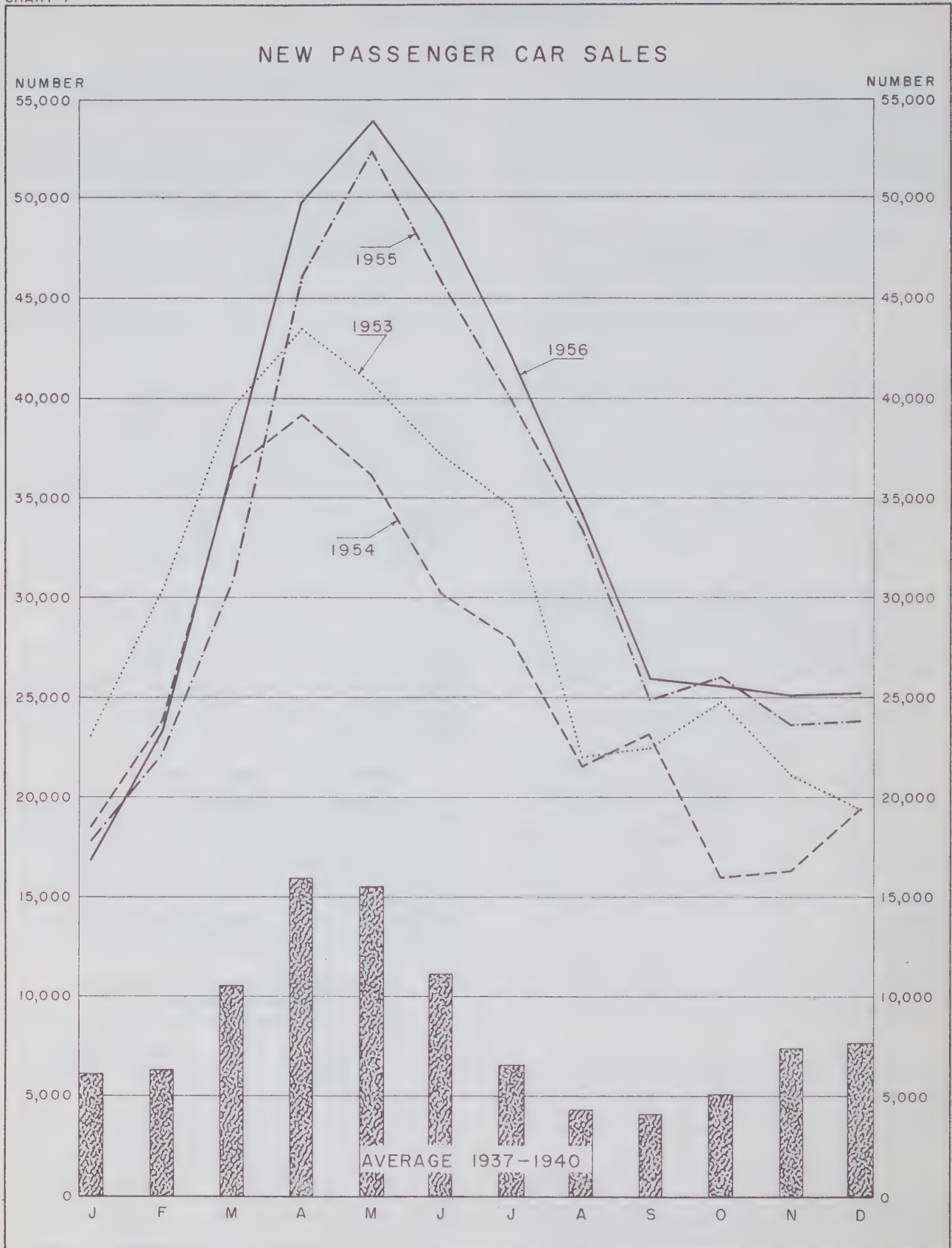
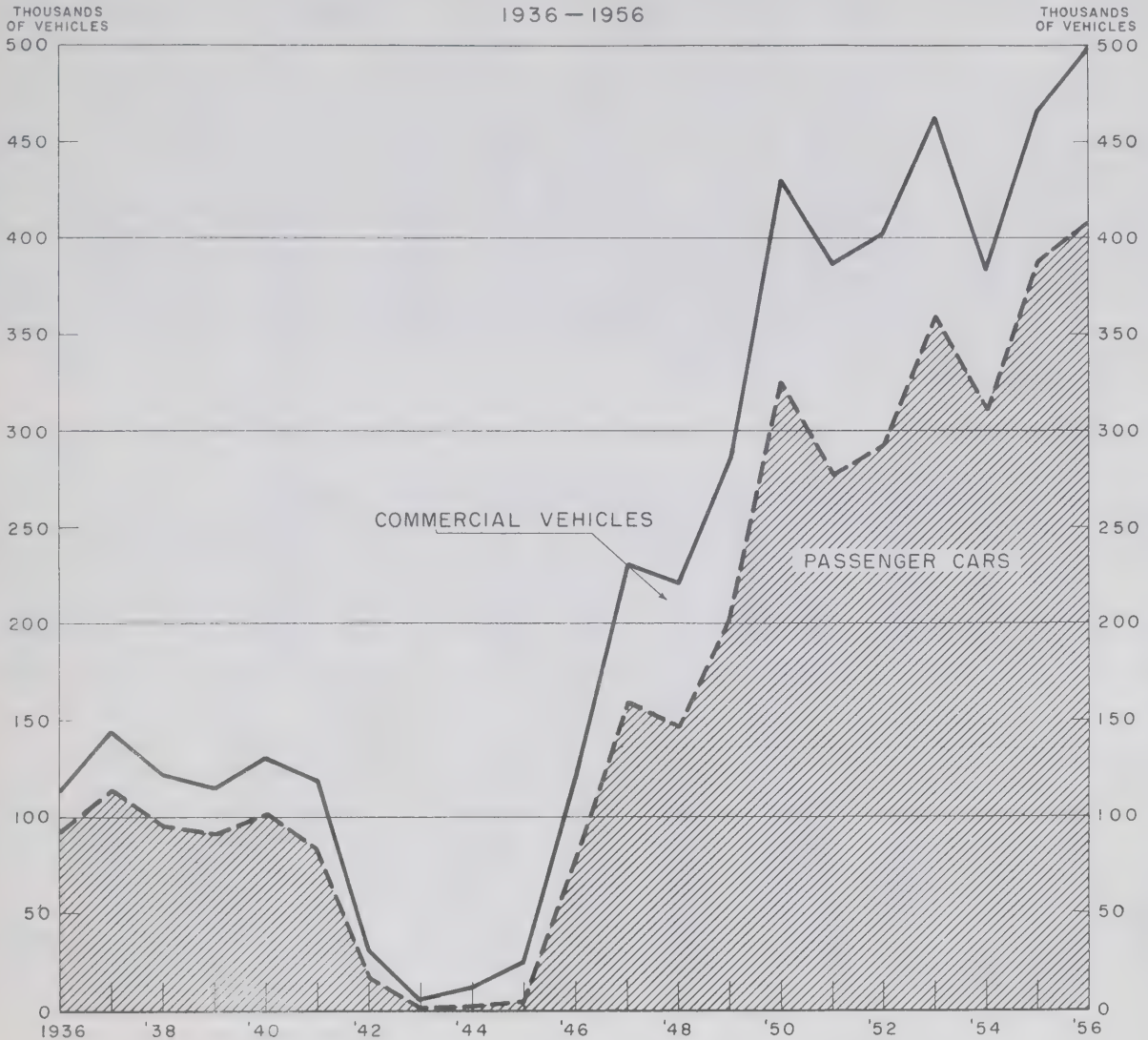


CHART 2

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1936 - 1956



PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

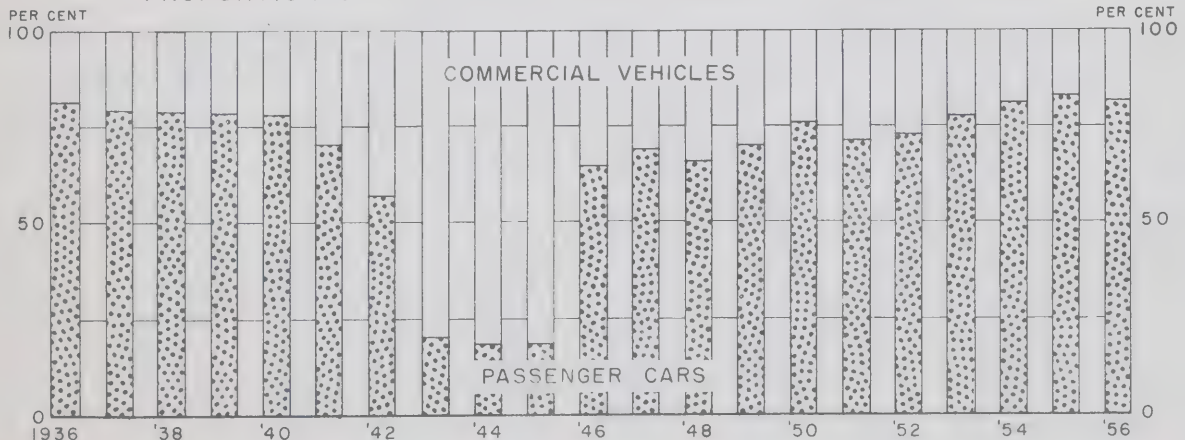


TABLE 1. Annual Sales of New Motor Vehicles in Canada, 1946-1956

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value		Number	Retail value		Number	Retail value	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
1946	120,044	193,329	1,611	77,742	120,325	1,548	42,302	73,003	1,726
1947	230,255	416,237	1,808	159,205	283,190	1,779	71,050	133,047	1,873
1948	221,300	439,217	1,985	145,655	282,904	1,942	75,645	156,313	2,066
1949 ¹	286,341	588,725	2,056	202,318	412,298	2,038	84,023	176,427	2,100
1950	429,695	885,669	2,061	324,903	661,674	2,037	104,792	223,995	2,138
1951	385,648	950,160	2,464	275,686	683,183	2,478	109,962	266,977	2,428
1952	400,777	1,003,662	2,504	292,095	725,168	2,483	108,682	278,495	2,562
1953	462,526	1,162,471	2,513	359,172	899,726	2,505	103,354	262,745	2,542
1954	382,628	989,518	2,586	310,546	797,554	2,568	72,082	191,964	2,663
1955	465,678	1,255,890	2,697	386,962	1,023,351	2,645	78,716	232,539	2,954
1956	499,370	1,454,213	2,912	407,710	1,127,523	2,766	91,660	326,690	3,564

1. Includes Newfoundland from April 1949.

TABLE 2. New Motor Vehicle Sales in Canada, by Months, 1955 and 1956

Month	Passenger cars				Commercial vehicles			
	1955		1956		1955		1956	
	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value
		\$000		\$000		\$000		\$000
Annual total	386,962	1,023,351	407,710	1,127,523	78,716	232,539	91,660	326,690
January	17,810	47,242	16,864	47,828	3,576	10,267	4,453	15,963
February	22,084	58,041	23,290	67,061	4,212	12,005	5,243	18,914
March	30,937	78,690	36,556	102,916	4,687	13,745	6,783	25,356
April	46,002	121,042	49,757	137,505	7,909	22,677	8,697	31,754
May	52,279	135,745	53,870	148,025	8,770	24,242	11,568	41,152
June	45,923	119,516	49,054	135,279	8,990	26,490	9,533	34,431
July	40,000	103,680	42,227	114,832	7,434	22,698	9,337	32,896
August	33,450	86,694	34,229	93,981	8,595	24,576	8,239	26,944
September	24,939	64,438	25,899	70,851	6,905	21,523	7,679	27,241
October	26,135	72,630	25,604	69,402	7,283	21,356	8,109	27,796
November	23,594	67,159	25,129	68,194	5,368	16,092	6,112	22,302
December	23,809	68,474	25,231	71,649	4,987	16,868	5,907	21,941

TABLE 3. New Motor Vehicle Sales in Canada, by Provinces, 1956

Province	Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value
		\$000		\$000		\$000
Canada	499,370	1,454,213	407,710	1,127,523	91,660	326,690
Newfoundland	7,356	19,251	5,581	14,400	1,775	4,851
Prince Edward Island	2,144	5,569	1,566	3,998	578	1,571
Nova Scotia	16,279	43,079	13,015	33,628	3,264	9,451
New Brunswick	14,181	38,956	10,791	28,731	3,390	10,225
Quebec	113,935	346,745	93,018	264,820	20,917	81,925
Ontario	212,493	616,431	180,694	499,523	31,799	116,908
Manitoba	20,012	57,171	16,186	44,469	3,826	12,702
Saskatchewan	22,293	61,718	17,253	46,799	5,040	14,919
Alberta	42,852	128,361	31,852	88,842	11,000	39,519
British Columbia ¹	47,825	136,932	37,754	102,313	10,071	34,619

1. Includes Yukon and Northwest Territories.

TABLE 4. Number of New Motor Vehicles Sold in Canada, by Provinces and by Months, 1956.

Month	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Mani-toba	Saskat-chewan	Alberta	British ¹ Columbia	Canada		
											Number	Retail value	
Total vehicles												\$'000	
Annual total	7,356	2,144	16,279	14,181	113,935	212,493	20,012	22,293	42,852	47,825	499,370	1,454,213	
January	263	68	654	470	4,555	9,852	690	590	1,658	2,517	21,317	63,791	
February	259	126	861	685	6,845	12,820	840	885	2,111	3,101	28,533	85,975	
March	862	164	1,630	1,356	11,970	18,096	1,436	1,155	3,155	3,615	43,339	128,272	
April	1,141	248	2,125	2,115	13,970	24,404	2,365	2,100	4,813	5,173	58,454	169,259	
May	1,265	363	2,442	1,967	14,673	28,943	2,288	2,721	4,439	6,337	65,438	189,177	
June	724	307	2,099	1,818	13,359	23,708	3,047	3,907	5,327	4,291	58,587	169,710	
July	576	227	1,524	1,338	10,939	22,035	2,550	2,557	4,451	5,367	51,564	147,728	
August	490	189	1,146	1,147	8,455	17,882	2,025	2,333	4,331	4,470	42,468	120,925	
September	494	120	1,059	851	8,212	12,799	1,117	1,574	3,523	3,829	33,578	98,092	
October	541	147	1,021	914	7,273	15,184	1,158	1,545	3,032	2,898	33,713	97,198	
November	457	90	1,021	958	7,118	13,766	953	1,430	2,781	2,667	31,241	90,496	
December	284	95	697	562	6,666	13,004	1,543	1,496	3,231	3,560	31,138	93,590	
Passenger cars													
Annual total	5,581	1,566	13,015	10,791	93,018	180,694	16,186	17,253	31,852	37,754	407,710	1,127,523	
January	185	51	484	322	3,576	8,045	528	437	1,191	2,045	16,864	47,828	
February	170	104	665	524	5,552	10,998	661	629	1,494	2,493	23,290	67,061	
March	676	126	1,364	1,079	10,198	15,520	1,211	918	2,462	3,002	36,556	102,916	
April	952	170	1,730	1,692	11,856	21,559	2,030	1,683	3,726	4,359	49,757	137,505	
May	896	262	1,989	1,475	12,052	24,711	1,904	2,145	3,481	4,955	53,870	148,025	
June	583	239	1,683	1,458	11,037	20,830	2,466	3,337	4,120	3,301	49,054	135,279	
July	485	154	1,234	1,007	8,994	18,564	2,113	1,995	3,415	4,266	42,227	114,832	
August	410	137	875	835	6,877	15,037	1,529	1,719	3,246	3,564	34,229	93,981	
September	358	80	830	618	6,341	10,379	853	1,091	2,473	2,876	25,899	70,851	
October	386	102	806	659	5,623	11,998	912	1,106	1,989	2,023	25,604	69,402	
November	309	76	826	713	5,550	11,952	723	1,065	1,938	1,977	25,129	68,194	
December	171	65	529	409	5,362	11,101	1,256	1,128	2,317	2,893	25,231	71,649	
Commercial vehicles													
Annual total	1,775	578	3,264	3,390	20,917	31,799	3,826	5,040	11,000	10,071	91,660	326,690	
January	78	17	170	148	979	1,807	162	153	467	472	4,453	15,963	
February	89	22	196	161	1,293	1,822	179	256	617	608	5,243	18,914	
March	186	38	266	277	1,672	2,576	225	237	693	613	6,783	25,356	
April	189	78	395	423	2,114	2,845	335	417	1,087	814	8,697	31,754	
May	369	101	453	492	2,621	4,232	384	576	958	1,382	11,568	41,152	
June	141	68	416	360	2,322	2,878	581	570	1,207	990	9,533	34,431	
July	91	73	290	331	1,945	3,471	437	562	1,036	1,101	9,337	32,896	
August	80	52	271	312	1,578	2,845	496	614	1,085	906	8,239	26,944	
September	136	40	229	233	1,871	2,420	264	483	1,050	953	7,679	27,241	
October	155	45	215	255	1,650	3,186	246	439	1,043	875	8,109	27,796	
November	148	14	195	245	1,568	1,814	230	365	843	690	6,112	22,302	
December	113	30	168	153	1,304	1,903	287	368	914	667	5,907	21,941	

1. Includes Yukon and Northwest Territories.

TABLE 5. Sales of European Made Vehicles in Canada, by Months, 1955 and 1956

Month	Passenger cars				Commercial vehicles			
	1955		1956		1955		1956	
	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value
		\$'000		\$'000		\$'000		\$'000
Annual total	22,165	40,009	34,169	63,890	2,466	5,051	3,845	8,030
January	1,109	2,112	2,072	3,744	87	177	333	727
February	1,320	2,502	2,173	3,947	149	297	251	523
March	1,590	2,928	3,116	5,683	175	351	315	679
April	2,461	4,529	4,068	7,521	235	468	317	709
May	3,033	5,537	4,593	8,528	342	682	410	855
June	2,525	4,577	3,286	6,308	205	414	395	814
July	2,260	4,070	3,171	6,037	226	448	260	523
August	1,736	3,244	2,308	4,467	162	321	215	427
September	1,768	3,154	2,454	4,636	228	482	250	502
October	1,474	2,669	2,521	4,720	232	490	340	703
November	1,623	2,981	2,576	4,774	200	428	369	763
December	1,266	2,306	1,831	3,525	225	493	390	805

FINANCING OF MOTOR VEHICLE SALES

This section covers the financing of both new and used vehicles while the previous section dealt with the sales of new vehicles only.

The financing of motor vehicles in 1956 increased 11 per cent from 599,330 units in 1955 to 663,749 and 4 per cent over the all time high established in 1953 when 640,512 units were financed. The financed value increased at a more rapid pace and accounted for a rise of 27 per cent from \$719,328,000 in the previous year to \$910,833,000. The financing of new vehicles accounted for most of these increases with gains of 21 and 39 per cent respectively for number and value financed. Used vehicles on the other hand registered gains of 6 per cent in number and 14 per cent in value financed.

In 1956, 190,109 new passenger cars were financed to the extent of \$408,993,000, respectively 22 and 34 per cent greater than their levels a year ago, while new commercial vehicles with a comparable increase in number (20 per cent) obtained a 58 per cent rise in value of sales financed. The average financed value per vehicle advanced from \$1,953 in

1955 to \$2,151 for passenger cars and from \$2,451 to \$3,217 in the case of commercial vehicles.

Percentage Change in Number of Vehicle Sales Financed, by Provinces, 1956/1955

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	+ 21.7	+ 20.3	+ 13.8	- 3.0
Atlantic Provinces	+ 16.2	- 2.5	+ 2.1	- 9.4
Quebec	+ 25.8	+ 27.4	+ 16.3	+ 1.8
Ontario	+ 15.7	+ 13.3	+ 1.9	- 8.8
Manitoba	+ 13.2	+ 8.6	+ 1.3	- 4.4
Saskatchewan	+ 28.6	+ 22.2	+ 4.6	- 8.8
Alberta	+ 36.8	+ 44.5	+ 14.1	+ 0.6
British Columbia ¹	+ 35.5	+ 25.8	+ 18.5	+ 14.3

1. Includes Yukon and Northwest Territories.

TABLE 6. Annual Financing of Motor Vehicle Sales in Canada, 1931-1956

Year	Total, new and used vehicles			New vehicles			Used vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
1931	98,623	41,941	425	33,988	20,869	614	64,635	21,072	326
1932	69,291	25,865	373	21,293	12,741	598	47,998	13,124	273
1933	54,238	20,159	372	15,880	10,030	632	38,358	10,128	264
1934	76,170	30,091	395	23,264	16,365	703	52,906	13,727	259
1935	100,178	40,252	402	31,950	22,411	701	68,228	17,841	261
1936	137,514	54,860	399	42,863	29,888	697	94,651	24,972	264
1937	177,898	75,850	426	56,247	40,665	723	121,651	35,185	289
1938	162,703	69,686	428	45,267	33,702	745	117,436	35,984	306
1939	153,107	62,769	410	37,320	27,853	746	115,787	34,916	302
1940	176,578	75,236	426	42,982	33,473	779	133,596	41,762	313
1941	182,419	84,717	464	41,032	34,887	850	141,387	49,829	352
1942	66,310	24,597	371	7,398	6,207	839	58,912	18,390	312
1943	39,573	14,893	376	1,077	1,255	1,165	38,496	13,638	354
1944	32,970	14,571	442	2,371	2,927	1,235	30,599	11,644	381
1945	27,986	14,437	516	3,630	4,934	1,359	24,356	9,503	390
1946	53,393	41,586	779	22,866	27,979	1,224	30,527	13,608	446
1947	118,867	108,745	915	46,700	65,422	1,401	72,167	43,322	600
1948	155,634	144,955	931	51,867	73,806	1,423	103,767	71,149	686
1949 ¹	232,988	219,184	941	81,502	115,511	1,417	151,486	103,673	684
1950	364,681	342,081	938	135,304	191,435	1,415	229,377	150,646	657
1951	423,830	376,671	889	126,255	191,203	1,514	297,575	185,468	623
1952	620,354	639,689	1,031	172,587	292,454	1,695	447,767	347,235	775
1953	640,512	725,545	1,133	189,052	342,247	1,810	451,460	383,298	849
1954	538,728	611,646	1,135	154,104	292,259	1,897	384,624	319,387	830
1955	599,330	719,328	1,200	185,127	375,997	2,031	414,203	343,331	829
1956	663,749	910,833	1,372	224,905	520,944	2,316	438,844	389,889	888

1. Includes Newfoundland from April 1949.

TABLE 7. Number of Motor Vehicles Financed in Canada for Selected Years

Year	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British ¹ Columbia
New vehicles								
1936	42,863	2,804	8,060	19,799	5,034		3,942	3,226
1940	42,982	2,864	7,544	16,486	8,596		4,825	2,667
1943	1,027	96	224	304	138		229	86
1947	46,700	4,345	10,944	17,830	2,700	2,649	4,262	3,970
1951	126,255	9,528	29,435	45,018	7,213	9,590	14,578	10,893
1954	154,104	13,907	36,348	63,452	6,360	7,795	14,588	11,654
1955	185,127	15,407	42,489	81,948	6,413	6,547	16,850	15,473
1956	224,905	17,268	53,552	94,549	7,217	8,338	23,326	20,655
1955								
Passenger	156,191	12,007	35,541	72,335	5,437	5,291	13,316	12,264
Commercial	28,936	3,400	6,948	9,613	976	1,256	3,534	3,209
1956								
Passenger	190,109	13,952	44,701	83,657	6,157	6,803	18,220	16,619
Commercial	34,796	3,316	8,851	10,892	1,060	1,535	5,106	4,036
Used vehicles								
1936	94,651	6,350	14,635	48,180	9,401		7,132	8,953
1940	133,596	10,228	18,333	63,387	17,647		11,935	12,066
1943	38,496	1,227	3,881	19,555	4,930		4,258	4,645
1947	72,167	4,037	11,184	39,473	3,263	2,031	5,291	6,888
1951	297,575	28,220	45,020	132,211	14,715	17,458	30,455	29,496
1954	384,624	41,683	72,989	161,019	16,049	21,634	37,804	33,446
1955	414,203	45,653	81,100	175,030	15,937	18,463	40,588	37,432
1956	438,844	45,579	92,664	176,482	16,008	18,801	45,215	44,095
1955								
Passenger	355,638	36,674	69,726	157,230	13,475	14,655	32,351	31,527
Commercial	58,565	8,979	11,374	17,800	2,462	3,808	8,237	5,905
1956								
Passenger	382,026	37,442	81,086	160,241	13,654	15,327	36,928	37,348
Commercial	56,818	8,137	11,578	16,241	2,354	3,474	8,287	6,747

1. Includes Yukon and Northwest Territories.

TABLE 8. Average Financed Value of Motor Vehicles in Canada by Provinces, 1955 and 1956

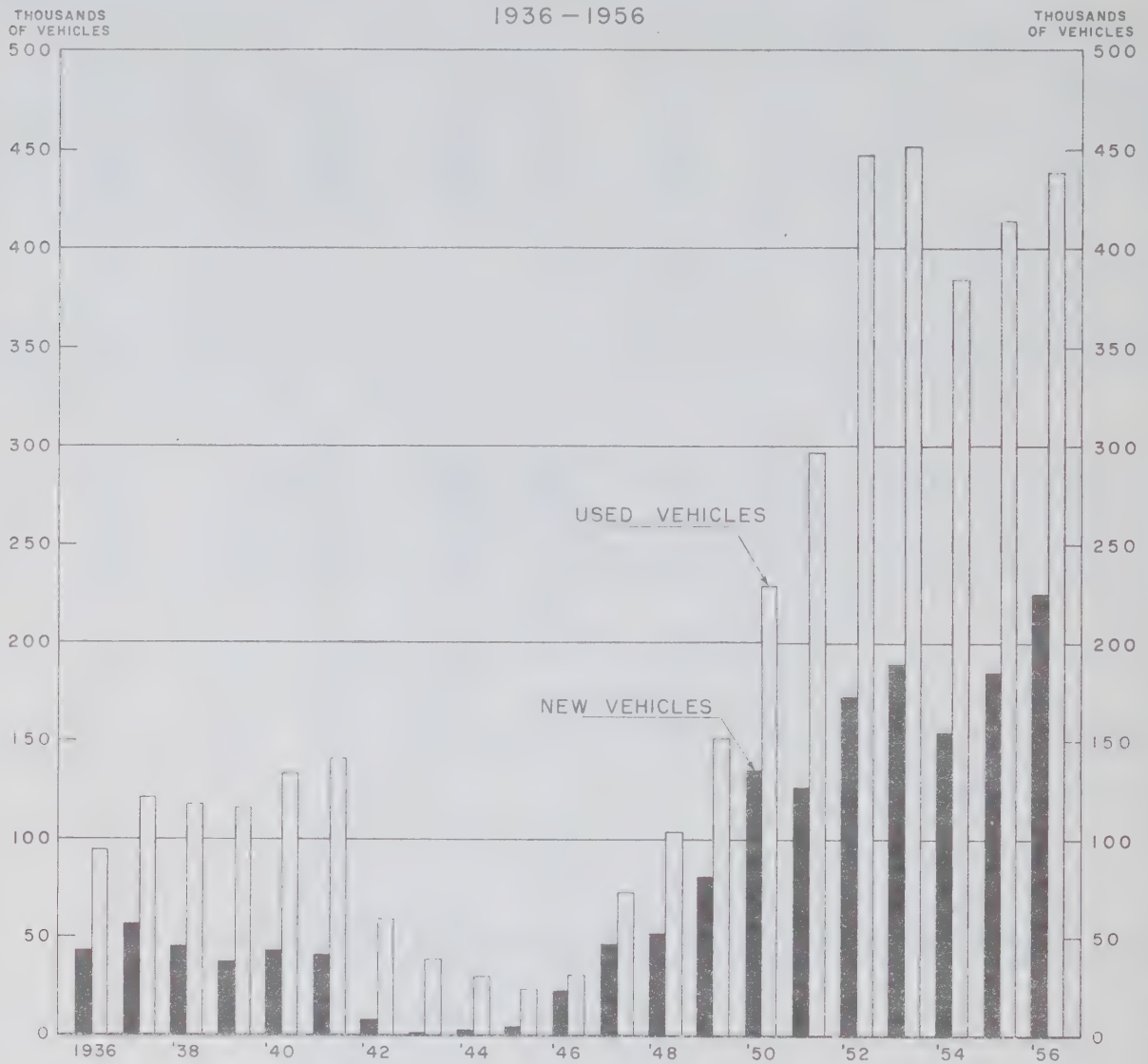
Province	Passenger			Commercial		
	1955	1956	% Change	1955	1956	% Change
New vehicles						
Canada	1,953	2,151	+ 10.1	2,451	3,217	+ 31.3
Atlantic Provinces	1,871	1,992	+ 6.5	2,114	2,423	+ 14.6
Quebec	2,068	2,252	+ 8.9	2,478	3,191	+ 28.8
Ontario	1,907	2,126	+ 11.5	2,423	3,207	+ 32.4
Manitoba	1,887	2,063	+ 9.3	2,247	2,938	+ 30.8
Saskatchewan	1,864	2,047	+ 9.8	2,128	2,713	+ 27.5
Alberta	1,959	2,128	+ 8.6	2,568	3,594	+ 40.0
British Columbia ¹	2,035	2,242	+ 10.2	2,894	3,743	+ 29.3
Used vehicles						
Canada	828	883	+ 6.6	834	928	+ 11.3
Atlantic Provinces	789	817	+ 3.5	711	741	+ 4.2
Quebec	885	930	+ 5.1	904	974	+ 7.7
Ontario	801	874	+ 9.1	766	879	+ 14.8
Manitoba	806	848	+ 5.2	864	865	+ 0.1
Saskatchewan	746	764	+ 2.4	722	718	- 0.6
Alberta	815	840	+ 3.1	896	988	+ 10.3
British Columbia ¹	942	984	+ 4.5	1,060	1,249	+ 17.8

1. Includes Yukon and Northwest Territories.

CHART 3

NUMBER OF MOTOR VEHICLE SALES FINANCED IN CANADA

1936 - 1956



PROPORTION OF NEW AND USED VEHICLES FINANCED

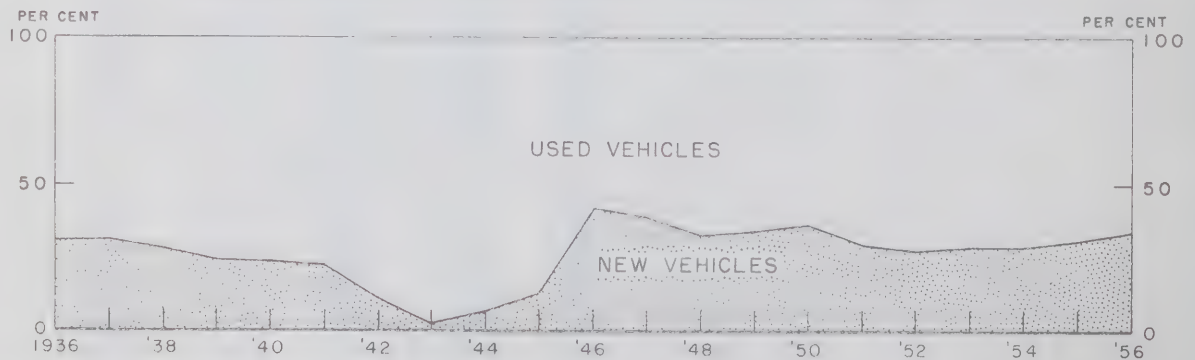


TABLE 9. Financing of Motor Vehicle Sales in Canada, by Months, 1956

Month	Total, passenger and commercial		Passenger		Commercial	
	Number	Amount	Number	Amount	Number	Amount
	\$000		\$000		\$000	
	Total new and used vehicles					
Annual total	663,749	910,833	572,135	746,147	91,614	164,686
January	32,361	42,632	27,371	34,202	4,990	8,430
February	37,270	48,016	32,216	39,941	5,054	8,075
March	47,717	62,470	41,669	52,434	6,048	10,036
April	65,628	88,706	57,436	75,516	8,192	13,190
May	77,578	107,823	67,155	88,416	10,423	19,407
June	72,238	100,096	62,788	81,989	9,450	18,107
July	73,357	101,463	64,307	84,623	9,050	16,840
August	68,416	95,223	59,317	78,622	9,099	16,601
September	52,170	72,312	44,408	58,318	7,762	13,994
October	55,724	75,964	47,306	60,994	8,418	14,970
November	46,710	65,032	39,169	50,859	7,541	14,173
December	34,580	51,096	28,993	40,233	5,587	10,863
	New vehicles					
Annual total	224,905	520,944	190,109	408,993	34,796	111,951
January	9,619	22,365	7,882	17,075	1,737	5,290
February	10,368	24,021	8,775	19,120	1,593	4,901
March	14,395	33,197	12,430	26,839	1,965	6,358
April	21,986	49,920	19,271	41,630	2,715	8,290
May	27,215	62,797	23,234	49,681	3,981	13,116
June	24,996	58,231	21,233	45,475	3,763	12,756
July	25,795	59,214	22,323	47,644	3,472	11,570
August	23,989	55,625	20,452	44,057	3,537	11,568
September	17,916	42,066	14,830	32,166	3,086	9,900
October	19,163	43,917	15,827	33,544	3,336	10,373
November	16,218	37,956	13,028	27,916	3,190	10,040
December	13,245	31,635	10,824	23,846	2,421	7,789
	Used vehicles					
Annual total	438,844	389,889	382,026	337,154	56,818	52,735
January	22,742	20,267	19,489	17,127	3,253	3,140
February	26,902	23,995	23,441	20,821	3,461	3,174
March	33,322	29,273	29,239	25,595	4,083	3,678
April	43,642	38,786	38,165	33,886	5,477	4,900
May	50,363	45,026	43,921	38,735	6,442	6,291
June	47,242	41,865	41,555	36,514	5,687	5,351
July	47,562	42,249	41,984	36,979	5,578	5,270
August	44,427	39,598	38,865	34,565	5,562	5,033
September	34,254	30,246	29,578	26,152	4,676	4,094
October	36,561	32,047	31,479	27,450	5,082	4,597
November	30,492	27,076	26,141	22,943	4,351	4,133
December	21,335	19,461	18,169	16,387	3,166	3,074

TABLE 10. Financing of Motor Vehicle Sales in Canada, by Provinces, 1956

Province	Total passenger and commercial			Passenger cars			Commercial vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$'000	\$		\$'000	\$		\$'000	\$
Total, new and used vehicles									
Canada.....	663,749	910,833	1,372	572,135	746,147	1,304	91,614	164,686	1,798
Atlantic Provinces.....	62,847	72,467	1,153	51,394	58,404	1,136	11,453	14,063	1,228
Quebec.....	146,216	215,603	1,475	125,787	176,075	1,400	20,429	39,528	1,935
Ontario.....	271,031	367,164	1,355	243,898	317,957	1,304	27,133	49,207	1,814
Manitoba.....	23,225	29,434	1,267	19,811	24,284	1,226	3,414	5,150	1,508
Saskatchewan.....	27,139	32,301	1,190	22,130	25,641	1,159	5,009	6,660	1,330
Alberta.....	68,541	96,314	1,405	55,148	69,773	1,265	13,393	26,541	1,982
British Columbia ¹	64,750	97,550	1,507	53,967	74,013	1,371	10,783	23,537	2,183
New vehicles									
Canada.....	224,905	520,944	2,316	190,109	408,993	2,151	34,796	111,951	3,217
Atlantic Provinces.....	17,268	35,835	2,075	13,952	27,799	1,992	3,316	8,036	2,423
Quebec.....	53,552	128,930	2,408	44,701	100,684	2,252	8,851	28,246	3,191
Ontario.....	94,549	212,788	2,251	83,657	177,857	2,126	10,892	34,931	3,207
Manitoba.....	7,217	15,814	2,191	6,157	12,700	2,063	1,060	3,114	2,938
Saskatchewan.....	8,338	18,091	2,170	6,803	13,926	2,047	1,535	4,165	2,713
Alberta.....	23,326	57,121	2,449	18,220	38,770	2,128	5,106	18,351	3,594
British Columbia ¹	20,655	52,365	2,535	16,619	37,257	2,242	4,036	15,108	3,743
Used vehicles									
Canada.....	438,844	389,889	888	382,026	337,154	883	56,818	52,735	928
Atlantic Provinces.....	45,579	36,632	804	37,442	30,605	817	8,137	6,027	741
Quebec.....	92,664	86,673	935	81,086	75,391	930	11,578	11,282	974
Ontario.....	176,482	154,376	875	160,241	140,100	874	16,241	14,276	879
Manitoba.....	16,008	13,620	851	13,654	11,584	848	2,354	2,036	865
Saskatchewan.....	18,801	14,210	756	15,327	11,715	764	3,474	2,495	718
Alberta.....	45,215	39,193	867	36,928	31,003	840	8,287	8,190	988
British Columbia ¹	44,095	45,185	1,025	37,348	36,756	984	6,747	8,429	1,249

1. Includes Yukon and Northwest Territories.

TABLE 11. Number of Motor Vehicles Financed, by Provinces and by Months, 1936

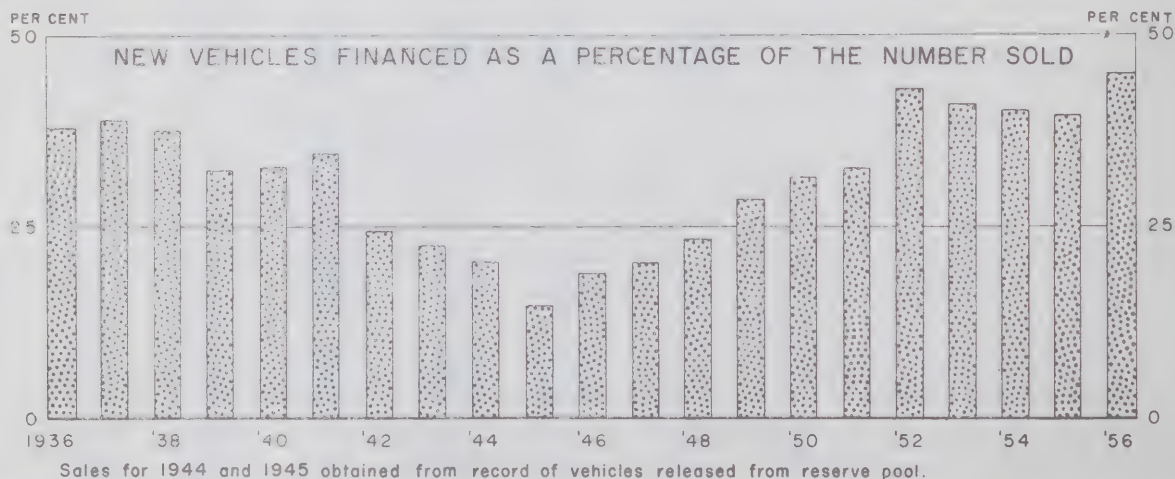
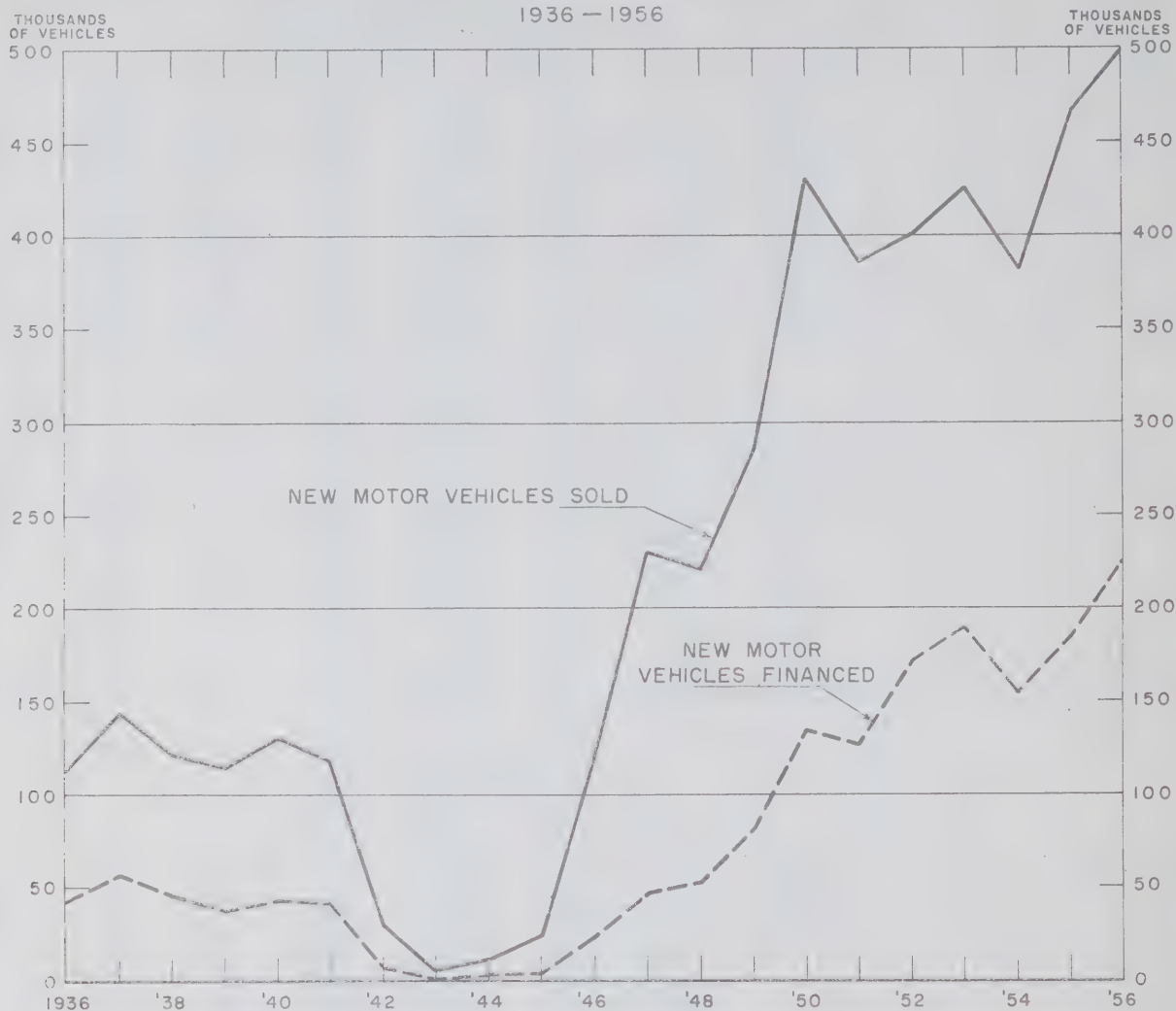
Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
New passenger cars								
Annual total	190,109	13,952	44,701	83,657	6,157	6,803	18,220	16,619
January	7,882	494	1,740	3,657	205	230	700	856
February	8,775	516	2,093	4,246	219	212	699	790
March	12,430	853	3,147	5,901	322	271	946	990
April	19,271	1,489	4,804	8,527	615	553	1,748	1,535
May	23,234	2,037	5,749	9,943	814	766	2,161	1,764
June	21,233	1,763	4,700	9,408	712	794	2,099	1,757
July	22,323	1,690	5,443	9,636	775	882	2,084	1,813
August	20,452	1,572	4,813	8,425	721	788	2,179	1,954
September	14,830	1,072	3,313	6,192	475	609	1,671	1,498
October	15,827	1,010	3,491	7,015	495	715	1,600	1,501
November	13,028	860	3,093	5,780	413	511	1,225	1,146
December	10,824	596	2,315	4,927	391	472	1,108	1,015
New commercial vehicles								
Annual total	34,796	3,316	8,851	10,892	1,060	1,335	5,106	4,036
January	1,737	149	427	624	58	70	247	162
February	1,593	122	463	530	40	44	203	191
March	1,965	164	555	741	39	45	208	213
April	2,715	302	701	861	79	109	363	360
May	3,981	456	970	1,286	110	153	539	467
June	3,763	414	910	1,228	109	139	642	421
July	3,472	357	883	1,092	90	135	562	453
August	3,537	377	878	947	116	187	559	473
September	3,086	258	830	886	100	172	483	357
October	3,336	309	789	1,021	114	184	503	416
November	3,190	248	877	936	97	161	505	366
December	2,421	160	668	740	108	136	392	217
Used passenger cars								
Annual total	382,026	37,442	81,086	160,241	13,654	15,327	36,928	37,348
January	19,489	1,788	3,588	8,950	624	650	1,844	2,045
February	23,441	2,005	5,168	10,322	668	712	2,195	2,371
March	29,239	2,605	6,651	12,723	892	952	2,601	2,815
April	38,165	3,721	8,745	15,694	1,266	1,442	3,812	3,485
May	43,921	4,466	9,908	18,104	1,773	1,773	3,805	4,092
June	41,555	4,368	8,631	17,446	1,509	1,791	4,038	3,772
July	41,984	4,353	9,089	17,424	1,558	1,735	3,989	3,836
August	38,865	4,263	8,011	15,495	1,431	1,704	3,854	4,107
September	29,578	2,995	5,857	12,296	1,104	1,152	3,080	3,094
October	31,479	2,919	6,419	13,036	1,191	1,455	3,227	3,232
November	26,141	2,378	5,408	11,068	902	1,138	2,633	2,614
December	18,169	1,581	3,611	7,683	736	823	1,850	1,885
Used commercial vehicles								
Annual total	56,818	8,137	11,578	16,241	2,354	3,474	8,287	6,747
January	3,253	415	601	1,083	135	140	478	401
February	3,461	462	661	1,064	108	166	549	451
March	4,083	527	898	1,250	155	166	589	498
April	5,477	745	1,140	1,591	196	349	852	604
May	6,442	972	1,333	1,830	290	389	883	745
June	5,687	875	1,100	1,635	250	354	817	656
July	5,578	877	1,189	1,514	244	319	762	673
August	5,562	876	1,092	1,503	243	423	763	662
September	4,676	703	949	1,264	212	325	681	542
October	5,082	701	1,062	1,456	212	328	727	596
November	4,351	564	937	1,142	173	297	692	546
December	3,166	420	616	909	136	218	494	373

1. Includes Yukon and Northwest Territories.

CHART 4

NEW MOTOR VEHICLES SALES AND FINANCING

1936 - 1956



SALES AND FINANCING OF NEW VEHICLES COMPARED

A larger percentage of total new vehicle sales was handled by sales finance and acceptance companies in 1956. Of the 499,370 new vehicles sold, 224,905 or 45 per cent (40 per cent in 1955) were financed through this medium. The financed value of these vehicles also accounted for a higher proportion of total sales at 36 per cent compared with 30 per cent in 1955. These proportions were the highest in Alberta with 54 per cent

of the number sold and 44 per cent of the value being financed. The increase from 1955 in the proportion of new vehicles financed, both number and value, was greatest in British Columbia where 10 per cent more of the vehicles sold were financed by sales finance companies; Alberta, with the highest 1956 proportion was, however, second to British Columbia in rate of increase from the previous year.

TABLE 12. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1956

Province	Sales of new vehicles		Financing of sales of new vehicles			
	Number	Retail value	Number	% of total number sold	Amount of financing	% of value of total number sold
	\$000		%		\$000	%
	Total vehicles					
Canada	499,370	1,454,213	224,905	45.0	520,944	35.8
Atlantic Provinces.....	39,960	106,855	17,268	43.2	35,835	33.5
Quebec.....	113,935	346,745	53,552	47.0	128,930	37.2
Ontario.....	212,493	616,431	94,549	44.5	212,788	34.5
Manitoba	20,012	57,171	7,217	36.1	15,814	27.7
Saskatchewan	22,293	61,718	8,338	37.4	18,091	29.3
Alberta.....	42,852	128,361	23,326	54.4	57,121	44.5
British Columbia ¹	47,825	136,932	20,655	43.2	52,365	38.2
	Passenger cars					
Canada	407,710	1,127,523	190,109	46.6	408,993	36.3
Atlantic Provinces.....	30,953	80,757	13,952	45.1	27,799	34.4
Quebec.....	93,018	264,820	44,701	48.1	100,684	38.0
Ontario.....	180,694	499,523	83,657	46.3	177,857	35.6
Manitoba	16,186	44,469	6,157	38.0	12,700	28.6
Saskatchewan	17,253	46,799	6,803	39.4	13,926	29.8
Alberta.....	31,852	88,842	18,220	57.2	38,770	43.6
British Columbia ¹	37,754	102,313	16,619	44.0	37,257	36.4
	Commercial vehicles					
Canada	91,660	326,690	34,796	38.0	111,951	34.3
Atlantic Provinces.....	9,007	26,098	3,316	36.8	8,036	30.8
Quebec.....	20,917	81,925	8,851	42.3	28,246	34.5
Ontario.....	31,799	116,908	10,892	34.3	34,931	29.9
Manitoba	3,826	12,702	1,060	27.7	3,114	24.5
Saskatchewan	5,040	14,919	1,535	30.5	4,165	27.9
Alberta.....	11,000	39,519	5,106	46.4	18,351	46.4
British Columbia ¹	10,071	34,619	4,036	40.1	15,108	43.6

1. Includes Yukon and Northwest Territories.

TABLE 13. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and by Months, 1956

Month	Canada			Atlantic Provinces			Quebec			Ontario		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual total	499,370	224,905	45.0	39,960	17,268	43.2	113,935	53,552	47.0	212,493	94,549	44.5
January	21,317	9,619	45.1	1,455	643	44.2	4,555	2,167	47.6	9,852	4,281	43.5
February	28,533	10,368	36.3	1,931	638	33.0	6,845	2,556	37.3	12,820	4,776	37.3
March	43,339	14,395	33.2	4,012	1,017	25.3	11,870	3,702	31.2	18,096	6,642	36.7
April	58,454	21,986	37.6	5,629	1,791	31.8	13,970	5,505	39.4	24,404	9,388	38.5
May	65,438	27,215	41.6	6,037	2,493	41.3	14,673	6,719	45.8	28,943	11,229	38.8
June	58,587	24,996	42.7	4,948	2,177	44.0	13,359	5,510	41.2	23,708	10,636	44.9
July	51,564	25,795	50.0	3,665	2,047	55.9	10,939	6,326	57.8	22,035	10,728	48.7
August	42,468	23,989	56.5	2,972	1,949	65.6	8,455	5,691	67.3	17,882	9,372	52.4
September	33,578	17,916	53.4	2,524	1,330	52.7	8,212	4,143	50.5	12,799	7,078	55.3
October	33,713	19,163	56.8	2,623	1,319	50.3	7,273	4,280	58.8	15,184	8,036	52.9
November	31,241	16,218	51.9	2,526	1,108	43.9	7,118	3,970	55.8	13,766	6,716	48.8
December	31,138	13,245	42.5	1,638	756	46.2	6,666	2,983	44.7	13,004	5,667	43.6
	Manitoba			Saskatchewan			Alberta			British Columbia ¹		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual total	20,012	7,217	36.1	22,293	8,338	37.4	42,852	23,326	54.4	47,825	20,655	43.2
January	690	263	38.1	590	300	50.8	1,658	947	57.1	2,517	1,018	40.4
February	840	259	30.8	885	256	28.9	2,111	902	42.7	3,101	981	31.6
March	1,436	361	25.1	1,155	316	27.4	3,155	1,154	36.6	3,615	1,203	33.3
April	2,365	694	29.3	2,100	662	31.5	4,813	2,111	43.9	5,173	1,835	35.5
May	2,288	924	40.4	2,721	919	33.8	4,439	2,700	60.8	6,337	2,231	35.2
June	3,047	821	26.9	3,907	933	23.9	5,327	2,741	51.5	4,291	2,178	50.8
July	2,550	865	33.9	2,557	1,017	39.8	4,451	2,546	57.2	5,367	2,266	42.2
August	2,025	837	41.3	2,333	975	41.8	4,331	2,738	63.2	4,470	2,427	54.3
September	1,117	575	51.5	1,574	781	49.6	3,523	2,154	61.1	3,829	1,855	48.4
October	1,158	609	52.6	1,545	899	58.2	3,032	2,103	69.4	2,898	1,917	66.1
November	953	510	53.5	1,430	672	47.0	2,781	1,730	62.2	2,667	1,512	56.7
December	1,543	499	32.3	1,496	608	40.6	3,231	1,500	46.4	3,560	1,232	34.6

1. Includes Yukon and Northwest Territories.







NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

1957



Published by Authority of
The Honourable Gordon Churchill, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Retail Trade Section

NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢
- B — Operating Results of Food Wholesalers, 25¢
- C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- D — 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
 - 2 Operating Results of Drug Wholesalers, 25¢
 - 3 Operating Results of Hardware Wholesalers, 25¢
 - 4 Operating Results of Plumbing and Heating Supply Wholesalers, 25¢
 - 5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

Part II — Retail Statistics

- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- H — Operating Results of Food Store Chains, 25¢
- I — Operating Results of Clothing Store Chains, 25¢
- J — 1 Operating Results of Variety Store Chains, 25¢
 - 2 Operating Results of Drug Store Chains, 25¢
 - 3 Operating Results of Furniture Store Chains, 25¢
- * K — Operating Results of Independent Food Stores, 25¢
- * L — Operating Results of Independent Clothing Stores, 25¢
- * M — Operating Results of Independent Hardware, Furniture, Appliance, Radio and Television Stores, 25¢
- * N — Operating Results of Filling Stations and Garages, 25¢
- * O — 1 Operating Results of Independent General Stores, 25¢
 - 2 Operating Results of Independent Restaurants, 25¢
 - 3 Operating Results of Independent Fuel Dealers, 25¢
 - 4 Operating Results of Independent Drug Stores, 25¢
 - 5 Operating Results of Independent Jewellery Stores, 25¢
 - 6 Operating Results of Independent Tobacco Stores, 25¢
- P — Retail Credit, 25¢

Part III — Services and Special Fields

- Q — Laundries, Cleaners and Dyers, 25¢
- R — Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S — Hotels, 25¢
- T — Sales Financing, 25¢
- U — Farm Implement and Equipment Sales, 25¢
- V — New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W — Advertising Agencies (Memorandum), 10¢
- X — Motion Picture Production (Memorandum), 10¢

The reports are punched to permit of filing in a ring binder.

* Biennial reports — not issued for 1957.

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NOTES

This bulletin summarizes the statistics published in the monthly series under the same title and contains minor revisions to the monthly data where necessary. It is in two main parts as follows:

1. **New Motor Vehicle Sales** statistics are obtained from Canadian manufacturers who report consolidated totals of their dealers' monthly statements on sales to customers and from direct importers of cars of other than Canadian manufacture. Every effort is made to avoid duplication of sales reported by distributors of European cars.
2. **Financing of Motor Vehicle Sales** shown in this report covers only that financing handled by sales finance and acceptance companies. Financing charges and insurance are added to the instalment paper purchased from dealers.

COMMERCIAL VEHICLES

Commercial Vehicles is a term which is used for convenience in this report and is synonymous with the term "trucks and buses". Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

BRITISH AND EUROPEAN VEHICLES

British and European Vehicles are shown in a special table but are also included in all other tables of new motor vehicle sales and financing.

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING 1957

The 1957 sales of new motor vehicles, passenger cars and commercial vehicles, did not reach the levels of the previous year in either number of units sold or dollar volume. The 458,299 vehicles sold were 8 per cent below the 1956 total and slightly lower than the 1955 and 1953 vehicle sales. Both passenger cars and commercial vehicles contributed to the 8 per cent decrease in number and 6 per cent decrease in dollar sales, with the greater declines in the commercial sector. New vehicle sales were substantially higher in Manitoba during 1957 while Saskatchewan and Alberta sales showed nominal gains over 1956. Passenger car sales in Quebec offset the decline in commercial vehicle sales to give a "total vehicle" gain of less than 1 per cent in number and approximately 4 per cent in retail value.

The most significant change in new vehicle sales during 1957 was the growth in sales of British and European-made vehicles. Total sales of these vehicles rose from 38,014 units in 1956 to 53,800 units in 1957, a gain of 42 per cent in both

number and value. The Canadian-American component showed decreases of 12 per cent in number and 9 per cent in value from 1956. The gain in British and European vehicles was more pronounced in passenger car models where the number and value rose 45 per cent over the previous year compared with decreases of 11 per cent in number and 7 per cent in value in the sales of Canadian-American passenger cars.

Ontario and the Atlantic Provinces obtained smaller percentages of total sales in 1957 than in 1956, with proportional gains taken up by Quebec and the Prairie Provinces. Ontario sales declined from 42.5 per cent in 1956 to 38.5 per cent of total Canadian sales in 1957. British Columbia sales accounted for 9.6 per cent of the total in both years.

The sale of buses, included with commercial vehicles throughout this report, increased in all provinces except Alberta during 1957. The 886 buses were sold for \$18,106,000 in 1957 compared with 755 buses valued at \$14,878,000 in 1956.

**New Motor Vehicle Sales showing Percentage Change in Number and Retail Value 1957/1956,
also Percentage Distribution for 1956 and 1957, by Type of Vehicles and Provinces**

Province	Percentage											
	Change 1957/1956						Unit Distribution					
	Total vehicles		Passenger cars		Commercial vehicles		Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value	1956	1957	1956	1957	1956	1957
Canada	- 8.3	- 5.9	- 6.4	- 3.6	- 16.8	- 13.9	100.0	100.0	100.0	100.0	100.0	100.0
Atlantic Provinces	- 17.6	- 15.0	- 15.5	- 13.2	- 25.1	- 20.8	8.0	7.2	7.6	6.9	9.8	8.8
Quebec	+ 0.3	+ 3.6	+ 3.9	+ 8.3	- 16.2	- 11.4	22.8	24.9	22.8	25.3	22.8	23.0
Ontario	- 17.1	- 15.4	- 16.2	- 14.7	- 22.4	- 18.8	42.5	38.5	44.3	39.7	34.7	32.4
Manitoba	+ 19.0	+ 22.8	+ 23.1	+ 27.0	+ 1.4	+ 8.0	4.0	5.2	4.0	5.2	4.2	5.1
Saskatchewan	+ 2.0	+ 7.6	+ 2.6	+ 8.0	- 0.1	+ 6.4	4.5	5.0	4.2	4.6	5.5	6.6
Alberta	+ 3.1	+ 3.6	+ 6.4	+ 9.6	- 6.5	- 9.8	8.6	9.6	7.8	8.9	12.0	13.5
British Columbia	- 8.4	- 7.4	- 5.4	- 3.2	- 19.7	- 19.7	9.6	9.6	9.3	9.4	11.0	10.6

Number and Retail Value of Buses Sold — 1956 and 1957, by Provinces

Item	Provinces							Canada
	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	
1956								
Units No.	7	331	120	39	73	154	31	755
Retail value \$000	178	8,105	3,201	822	617	1,742	213	14,878
1957								
Units No.	10	379	150	41	116	142	48	886
Retail value \$000	261	9,702	4,113	784	586	1,827	833	18,106

CHART - I

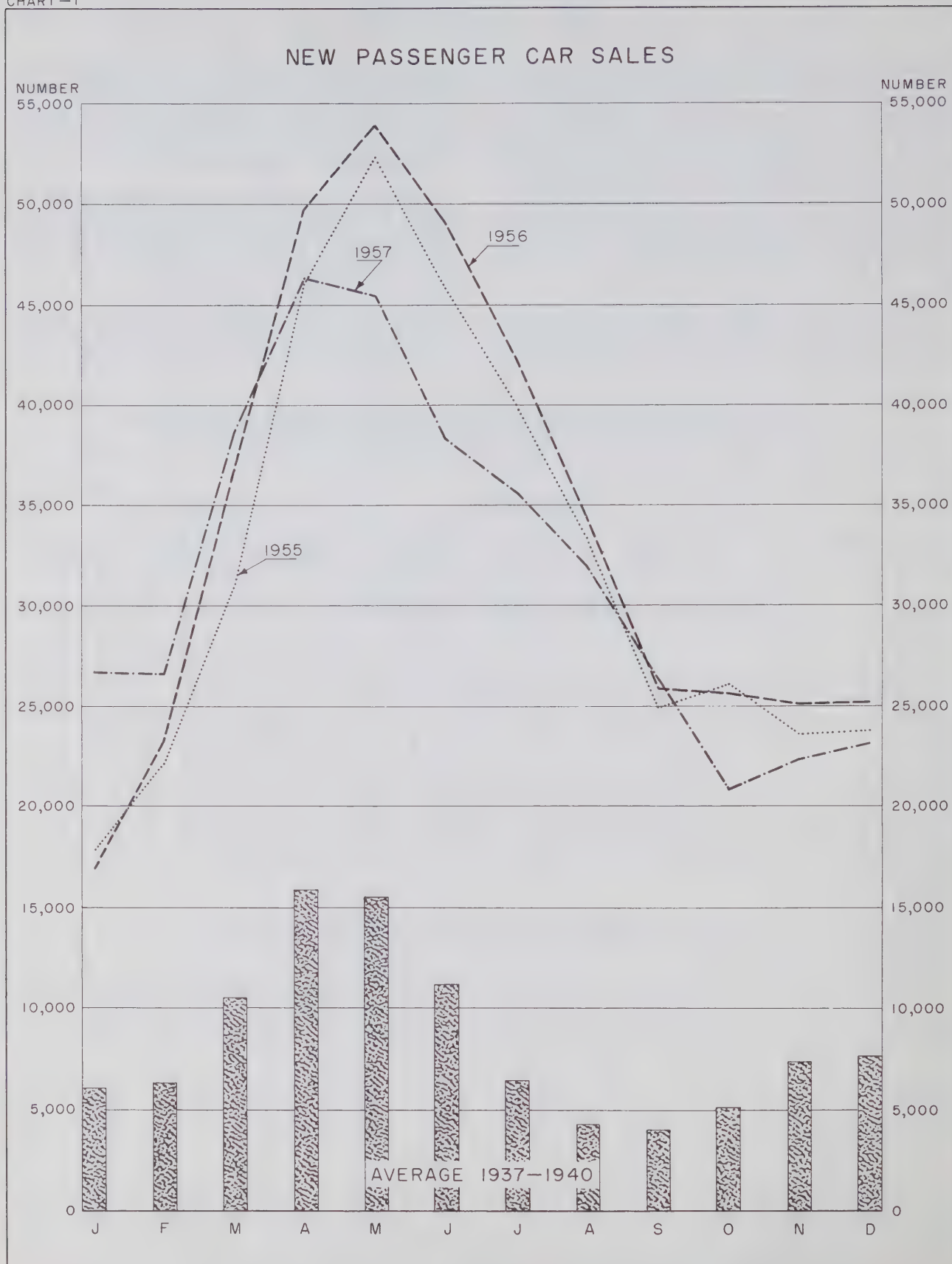
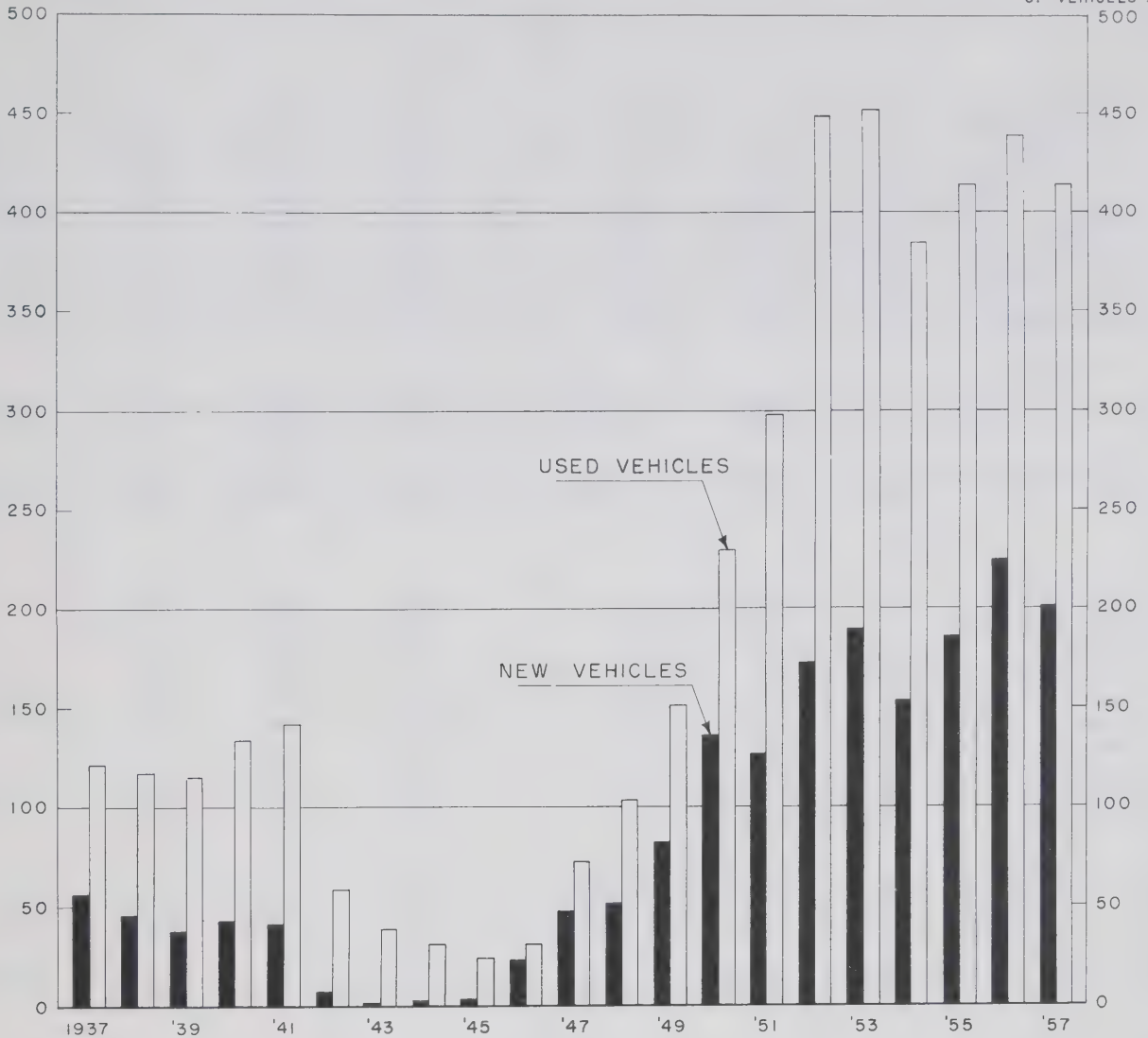


CHART-3

NUMBER OF MOTOR VEHICLE SALES FINANCED IN CANADA

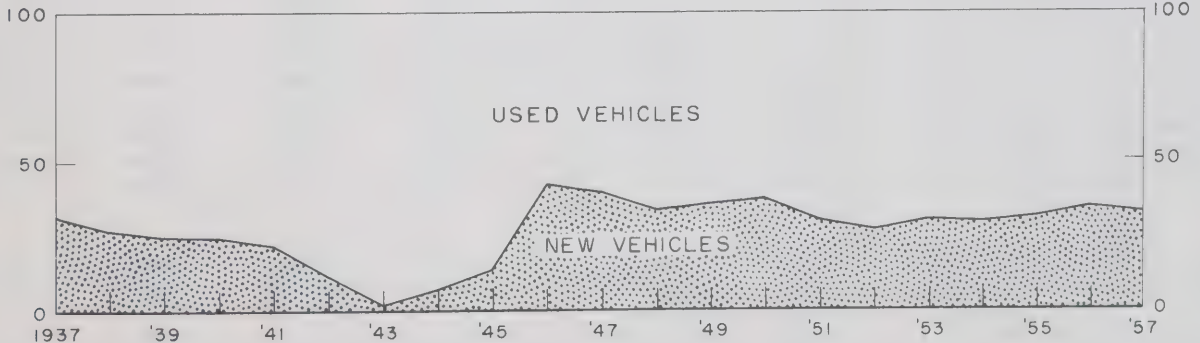
1937-1957

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

PROPORTION OF NEW AND USED VEHICLES FINANCED

PER CENT

PER CENT



**TABLE 1. Number of New Motor Vehicles Sold in Canada in 1957, by Province and Month
and Units Sold and Retail Value (\$000) for 1956 and 1957 for Monthly Totals**

No.	Province	January	February	March	April
Total vehicles:					
1	Newfoundland	570	248	509	680
2	Prince Edward Island	123	82	113	233
3	Nova Scotia	815	666	1,424	1,593
4	New Brunswick	737	660	1,235	1,447
5	Quebec	7,113	8,656	12,961	14,427
6	Ontario	13,968	13,037	17,433	20,317
7	Manitoba	1,135	1,598	2,249	2,838
8	Saskatchewan	1,587	997	1,527	3,175
9	Alberta	3,382	3,051	4,166	5,489
10	British Columbia	3,315	3,347	4,132	5,158
Canada totals:					
11	Units sold 1957	32,745	32,342	45,749	55,357
12 1956	21,317	28,533	43,339	58,454
13	Retail value (\$000) 1957	101,295	98,952	138,462	164,918
14 1956	63,791	85,975	128,272	169,259
Passenger cars:					
15	Newfoundland	442	204	391	522
16	Prince Edward Island	75	58	78	174
17	Nova Scotia	602	485	1,189	1,275
18	New Brunswick	547	488	1,048	1,163
19	Quebec	5,558	6,941	11,008	12,608
20	Ontario	12,094	11,245	15,038	17,352
21	Manitoba	923	1,354	1,943	2,426
22	Saskatchewan	1,171	758	1,145	2,405
23	Alberta	2,546	2,318	3,272	4,252
24	British Columbia	2,736	2,728	3,458	4,138
Canada totals:					
25	Units sold 1957	26,694	26,579	38,570	46,315
26 1956	16,864	23,290	36,556	49,757
27	Retail value (\$000) 1957	78,286	78,314	111,091	131,681
28 1956	47,828	67,061	102,916	137,505
Commercial vehicles:					
29	Newfoundland	128	44	118	158
30	Prince Edward Island	48	24	35	59
31	Nova Scotia	213	181	235	318
32	New Brunswick	190	172	187	284
33	Quebec	1,555	1,715	1,953	1,819
34	Ontario	1,874	1,792	2,395	2,965
35	Manitoba	212	244	306	412
36	Saskatchewan	416	239	382	770
37	Alberta	836	733	894	1,237
38	British Columbia	579	619	674	1,020
Canada totals:					
39	Units sold 1957	6,051	5,763	7,179	9,042
40 1956	4,453	5,243	6,783	8,697
41	Retail value (\$000) 1957	23,009	20,638	27,371	33,237
42 1956	15,963	18,914	25,356	31,754

TABLE 1. Number of New Motor Vehicles Sold in Canada in 1957, by Province and Month and Units Sold and Retail Value (\$000) for 1956 and 1957 for Monthly Totals

May	June	July	August	September	October	November	December	Total		No.
								Unit	Retail value (\$000)	
755	611	574	532	410	328	237	195	5,649	15,421	1
259	195	164	141	125	119	103	79	1,736	4,621	2
2,042	1,437	1,340	1,281	1,038	880	823	977	14,316	38,695	3
1,609	1,310	1,085	784	743	527	559	563	11,259	32,134	4
13,889	11,529	10,784	9,358	7,860	5,987	6,008	5,699	114,271	359,479	5
19,302	16,647	16,519	13,644	12,869	9,959	10,766	11,807	176,268	521,460	6
3,062	2,749	2,318	2,107	1,680	1,370	1,410	1,297	23,813	70,214	7
2,947	2,679	2,154	2,040	1,413	1,474	1,345	1,394	22,732	66,402	8
5,416	4,617	3,878	3,646	3,027	2,571	2,365	2,579	44,187	133,074	9
5,246	4,090	3,682	4,369	2,966	2,558	2,691	2,514	44,068	127,431	10
54,527	45,864	42,498	37,902	32,131	25,773	26,307	27,104	458,299	—	11
65,438	58,587	51,564	42,468	33,578	33,963	31,398	31,282	499,921	—	12
163,236	135,534	123,716	109,997	95,692	76,094	77,947	83,088	—	1,368,931	13
189,177	169,710	147,728	120,925	98,092	97,733	90,823	93,890	—	1,455,375	14
561	493	408	360	291	216	185	137	4,210	11,121	15
190	136	132	104	94	86	78	55	1,260	3,288	16
1,677	1,193	1,122	1,078	842	698	686	816	11,663	30,697	17
1,317	1,022	924	611	609	394	471	483	9,077	25,087	18
11,833	10,012	9,307	8,102	6,528	4,945	5,104	4,796	96,742	286,909	19
16,574	14,141	14,141	11,698	10,784	8,423	9,584	10,492	151,566	426,451	20
2,572	2,237	1,956	1,797	1,403	1,103	1,149	1,069	19,932	56,491	21
2,259	2,123	1,759	1,632	1,119	1,157	1,059	1,112	17,699	50,529	22
4,182	3,618	2,974	2,834	2,232	1,855	1,769	2,047	33,899	97,441	23
4,188	3,300	2,870	3,647	2,401	2,096	2,260	2,153	35,975	99,606	24
45,353	38,275	35,593	31,863	26,303	20,973	22,345	23,160	382,023	—	25
53,870	49,054	42,227	34,229	25,899	25,853	25,266	25,368	408,233	—	26
127,746	108,240	99,765	89,151	73,194	58,549	63,562	68,041	—	1,087,620	27
148,025	135,279	114,832	93,981	70,851	69,935	68,489	71,938	—	1,128,640	28
194	118	166	172	119	112	52	58	1,439	4,300	29
69	59	32	37	31	33	25	24	476	1,333	30
365	244	218	203	196	182	137	161	2,653	7,998	31
292	288	161	173	134	133	88	80	2,182	7,047	32
2,056	1,517	1,477	1,256	1,332	1,042	904	903	17,529	72,570	33
2,728	2,506	2,378	1,946	2,085	1,536	1,182	1,315	24,702	95,009	34
490	512	362	310	277	267	261	228	3,881	13,723	35
688	556	395	408	294	317	286	282	5,033	15,873	36
1,234	999	904	812	795	716	596	532	10,288	35,633	37
1,058	790	812	722	565	462	431	361	8,093	27,825	38
9,174	7,589	6,905	6,039	5,828	4,800	3,962	3,944	76,276	—	39
11,568	9,533	9,337	8,239	7,679	8,110	6,132	5,914	91,688	—	40
35,490	27,294	23,951	20,846	22,498	17,545	14,385	15,047	—	281,311	41
41,152	34,431	32,896	26,944	27,241	27,798	22,334	21,952	—	326,735	42

TABLE 2. Annual Sales of New Motor Vehicles in Canada, 1946-1957, and Annual Sales of British and European Made Vehicles, 1949-1957, by Type of Vehicles

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value	Average per vehicle	Number	Retail value	Average per vehicle	Number	Retail value	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
Total vehicles:									
1946	120,044	193,328	1,610	77,742	120,325	1,548	42,302	73,003	1,726
1947	230,255	416,237	1,808	159,205	283,190	1,779	71,050	133,047	1,873
1948	221,300	439,217	1,985	145,655	282,904	1,942	75,645	156,313	2,066
1949	286,341	588,725	2,056	202,318	412,298	2,038	84,023	176,427	2,100
1950	429,695	885,669	2,061	324,903	661,674	2,037	104,792	223,995	2,138
1951	385,648	950,160	2,464	275,686	683,183	2,478	109,962	266,977	2,428
1952	400,777	1,003,663	2,504	292,095	725,168	2,483	108,682	278,495	2,562
1953	462,526	1,162,471	2,513	359,172	899,726	2,505	103,354	262,745	2,542
1954	382,628	989,518	2,586	310,546	797,554	2,568	72,082	191,964	2,663
1955	465,678	1,255,890	2,697	386,962	1,023,351	2,645	78,716	232,539	2,954
1956	499,921	1,455,375	2,911	408,233	1,128,640	2,765	91,688	326,735	3,564
1957	458,299	1,368,931	2,987	382,023	1,087,620	2,847	76,276	281,311	3,688
British and European vehicles (included above):									
1949	30,101	N.A.	N.A.	28,263	N.A.	N.A.	1,838	N.A.	N.A.
1950	67,506			62,880			4,626		
1951	32,162			29,113			3,049		
1952	28,886	53,781	1,862	26,655	49,254	1,848	2,231	4,527	2,029
1953	28,025	53,803	1,920	26,378	50,601	1,918	1,647	3,202	1,944
1954	21,858	41,696	1,908	20,248	38,463	1,900	1,610	3,233	2,008
1955	24,631	45,660	1,854	22,165	40,609	1,832	2,466	5,051	2,048
1956	38,014	71,920	1,892	34,169	63,890	1,870	3,845	8,030	2,088
1957	53,800	102,370	1,903	49,433	92,897	1,879	4,367	9,473	2,169

TABLE 3. Sales of New British and European Made Vehicles in Canada by Month, Province and Type of Vehicles, for 1956 and 1957

Month and Province	Total vehicles				Passenger cars				Commercial vehicles			
	1956		1957		1956		1957		1956		1957	
	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value
		\$000		\$000		\$000		\$000		\$000		\$000
Month:												
January	2,405	4,471	2,450	4,654	2,072	3,744	2,196	4,117	333	727	254	537
February	2,424	4,470	2,476	4,769	2,173	3,947	2,156	4,084	251	523	320	685
March	3,431	6,362	4,546	8,693	3,116	5,683	4,257	8,055	315	679	289	638
April	4,325	8,230	6,514	12,279	4,068	7,521	5,869	10,885	317	709	645	1,394
May	5,003	9,383	6,606	12,489	4,593	8,528	6,114	11,464	410	855	492	1,025
June	3,681	7,122	4,625	8,951	3,286	6,308	4,245	8,132	395	814	380	819
July	3,431	6,560	4,951	9,446	3,171	6,037	4,612	8,687	260	523	339	759
August	2,523	4,894	5,032	9,716	2,308	4,467	4,654	8,897	215	427	378	819
September	2,704	5,138	4,348	8,177	2,454	4,636	3,996	7,405	250	502	352	772
October	2,861	5,423	3,962	7,533	2,521	4,720	3,654	6,872	340	703	308	661
November	2,945	5,537	4,224	8,017	2,576	4,774	3,970	7,434	369	763	254	583
December	2,221	4,330	4,066	7,646	1,831	3,525	3,710	6,865	390	805	356	781
Annual total	38,014	71,920	53,800	102,370	34,169	63,890	49,433	92,897	3,845	8,030	4,367	9,473
Province:												
Newfoundland	935	1,759	851	1,620	898	1,685	806	1,519	37	74	45	101
Prince Edward Island	192	334	205	352	177	304	193	326	15	30	12	26
Nova Scotia	2,110	3,776	2,808	5,115	1,978	3,496	2,676	4,835	132	280	132	280
New Brunswick	862	1,656	1,173	2,125	796	1,478	1,114	1,998	66	178	59	127
Quebec	6,166	11,766	8,937	17,471	5,513	10,396	8,187	15,856	648	1,370	750	1,615
Ontario	14,920	28,126	22,677	42,684	13,440	25,152	20,818	38,657	1,480	2,974	1,859	4,027
Manitoba	1,184	2,188	2,137	4,020	1,091	1,992	1,964	3,650	93	196	173	370
Saskatchewan	712	1,303	1,124	2,131	618	1,100	979	1,810	94	203	145	321
Alberta	2,956	5,844	4,183	7,816	2,672	5,117	3,806	6,992	284	727	377	824
British Columbia	7,977	15,168	9,705	19,036	6,981	13,170	8,890	17,254	996	1,998	815	1,782

FINANCING OF MOTOR VEHICLE SALES

This section, which deals with the financing of motor vehicles, covers both new and used vehicles, in contrast with the previous section (sales) for which statistics on new vehicles only are available. It presents in tabular form the results of a preliminary revision to the monthly series on motor vehicle financing. Final figures, based on the regular annual survey, will appear in the publication "Sales Financing, 1957" to be released about the middle of 1958.

In 1957 the number of vehicles financed decreased 7.3 per cent to 615,251 units from 663,759 units in 1956. The value of vehicles financed decreased 3.5 per cent to \$878.5 million from \$910.8 million in 1956. The decline in units financed was reflected in both new vehicles and used vehicles. The dollar value of new vehicle financing also decreased, but the dollar value of used vehicle financing increased 2.2 per cent over 1956.

In 1957 171,904 new passenger cars (9.6 per cent fewer than in 1956) were financed to the extent of \$385,043,000 (5.9 per cent less than in 1956), while new commercial vehicles decreased 16.3 per cent in number and 15.1 per cent in value compared with 1956. The average financed value per vehicle ad-

vanced from \$2,151 in 1956 to \$2,240 in the case of new passenger cars and from \$3,217 to \$3,265 in the case of new commercial vehicles.

Percentage Change in Number of Vehicles Financed by Provinces, 1957/1956

Province	New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial
	%	%	%	%
Canada	- 9.6	- 16.3	- 4.2	- 14.9
Atlantic Provinces	- 21.5	- 22.1	- 15.1	- 20.4
Quebec	- 0.3	- 18.7	+ 2.4	- 13.7
Ontario	- 18.4	- 19.5	- 8.2	- 18.3
Manitoba	+ 16.6	+ 13.9	+ 8.8	- 2.7
Saskatchewan	+ 7.2	+ 9.8	+ 6.7	- 8.3
Alberta	+ 2.3	- 11.7	- 0.3	- 10.9
British Columbia	- 9.7	- 21.6	- 3.7	- 14.7

TABLE 4. Annual Financing of Motor Vehicle Sales in Canada, 1931-1957¹

Year	Total, new and used vehicles			New vehicles			Used vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$000	\$		\$000	\$		\$000	\$
1931	98,623	41,941	425	33,988	20,869	614	64,635	21,072	326
1932	69,291	25,865	373	21,293	12,741	598	47,998	13,124	273
1933	54,238	20,159	372	15,880	10,030	632	38,358	10,128	264
1934	76,170	30,091	395	23,264	16,365	703	52,906	13,727	259
1935	100,178	40,252	402	31,950	22,411	701	68,228	17,841	261
1936	137,514	54,860	399	42,863	29,888	697	94,651	24,972	264
1937	177,898	75,850	426	56,247	40,665	723	121,651	35,185	289
1938	162,703	69,686	428	45,267	33,702	745	117,436	35,984	306
1939	153,107	62,769	410	37,320	27,853	746	115,787	34,916	302
1940	176,578	75,236	426	42,982	33,473	779	133,596	41,762	313
1941	182,410	84,717	464	41,032	34,887	850	141,387	49,829	352
1942	66,310	24,597	371	7,398	6,207	839	58,912	18,390	312
1943	39,573	14,893	376	1,077	1,255	1,165	38,496	13,638	354
1944	32,970	14,571	442	2,371	2,927	1,235	30,599	11,644	381
1945	27,986	14,437	516	3,630	4,934	1,359	24,356	9,503	390
1946	53,393	41,586	779	22,866	27,979	1,224	30,527	13,608	446
1947	118,867	108,745	915	46,700	65,422	1,401	72,167	43,322	600
1948	155,634	144,955	931	51,867	73,806	1,423	103,767	71,149	686
1949 ¹	232,988	219,184	941	81,502	115,511	1,417	151,486	103,673	684
1950	364,681	342,081	938	135,304	191,435	1,415	229,377	150,646	657
1951	423,830	376,671	889	126,255	191,203	1,514	297,575	185,468	623
1952	620,354	639,689	1,031	172,587	292,454	1,695	447,767	347,235	775
1953	640,512	725,545	1,133	189,052	342,247	1,810	451,460	383,298	849
1954	538,728	611,646	1,135	154,104	292,259	1,897	384,624	319,387	830
1955	599,330	719,328	1,200	185,127	375,997	2,031	414,203	343,331	829
1956	663,749	910,833	1,372	224,905	520,944	2,316	438,844	389,889	888
1957	615,251	878,522	1,428	201,020	480,099	2,388	414,231	398,423	962

1. Includes Newfoundland from April 1949.

TABLE 5. Number of Motor Vehicles Financed in Canada for Selected Years

Year	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British ¹ Columbia
New vehicles								
1936.....	42,863	2,804	8,060	19,799	5,034	3,942	3,226	
1940.....	42,982	2,864	7,544	16,486	8,596	4,825	2,667	
1943.....	1,027	96	224	304	138	229	86	
1947.....	46,700	4,345	10,944	17,830	2,700	2,649	3,970	
1951.....	126,255	9,528	29,435	45,018	7,213	9,590	10,893	
1954.....	154,104	13,907	36,348	63,452	6,360	7,795	11,654	
1955.....	185,127	15,407	42,489	81,948	6,413	6,547	15,473	
1956.....	224,905	17,268	53,552	94,549	7,217	8,338	20,655	
1957.....	201,020	13,532	51,775	77,033	8,386	8,982	18,162	
1956								
Passenger.....	190,109	13,952	44,701	83,657	6,157	6,803	16,619	
Commercial.....	34,796	3,316	8,851	10,892	1,060	1,535	4,036	
1957								
Passenger.....	171,904	10,949	44,577	68,262	7,179	7,296	14,999	
Commercial.....	29,116	2,583	7,198	8,771	1,207	1,686	3,163	
Used vehicles								
1936.....	94,651	6,350	14,635	48,180	9,401	7,132	8,953	
1940.....	133,596	10,228	18,333	63,387	17,647	11,935	12,066	
1943.....	38,496	1,227	3,881	19,555	4,930	4,258	4,645	
1947.....	72,167	4,037	11,184	39,473	3,263	5,291	6,888	
1951.....	297,575	28,220	45,020	132,211	14,715	30,455	29,496	
1954.....	384,624	41,683	72,989	161,019	16,049	37,804	33,446	
1955.....	414,203	45,653	81,100	175,030	15,937	40,588	37,432	
1956.....	438,844	45,579	92,664	176,482	16,008	45,215	44,095	
1957.....	414,231	38,248	92,992	160,410	17,148	44,186	41,708	
1956								
Passenger.....	382,026	37,442	81,086	160,241	13,654	36,928	37,348	
Commercial.....	56,818	8,137	11,578	16,241	2,354	8,287	6,747	
1957								
Passenger.....	365,883	31,775	82,996	147,145	14,857	36,805	35,953	
Commercial.....	48,348	6,473	9,996	13,265	2,291	7,381	5,755	

1. Includes Yukon and Northwest Territories.

TABLE 6. Average Financed Value of Motor Vehicles in Canada by Provinces, 1956 and 1957

Province	Passenger			Commercial		
	1957	1956	% Change	1957	1956	% Change
New vehicles						
Canada	2,240	2,151	+ 4.1	3,265	3,217	+ 1.5
Atlantic Provinces	2,057	1,992	+ 3.3	2,664	2,423	+ 9.9
Quebec	2,375	2,252	+ 5.5	3,150	3,191	- 1.3
Ontario	2,160	2,126	+ 1.6	3,328	3,207	+ 3.8
Manitoba	2,200	2,063	+ 6.6	3,577	2,938	+ 21.7
Saskatchewan.....	2,167	2,047	+ 5.9	3,202	2,713	+ 18.0
Alberta	2,264	2,128	+ 6.4	3,306	3,594	- 8.0
British Columbia ¹	2,361	2,242	+ 5.3	3,698	3,743	- 1.2
Used vehicles						
Canada	942	883	+ 6.7	1,109	928	+ 19.5
Atlantic Provinces	844	817	+ 3.3	762	741	+ 2.8
Quebec	1,007	930	+ 8.3	1,075	974	+ 10.4
Ontario	921	874	+ 5.4	1,012	879	+ 15.1
Manitoba	934	848	+ 10.1	1,089	865	+ 25.9
Saskatchewan.....	831	764	+ 8.8	851	718	+ 18.5
Alberta	915	840	+ 8.9	1,223	988	+ 23.8
British Columbia ¹	1,049	984	+ 6.6	1,786	1,249	+ 43.0

1. Includes Yukon and Northwest Territories.

CHART-2

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

1937 — 1957

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

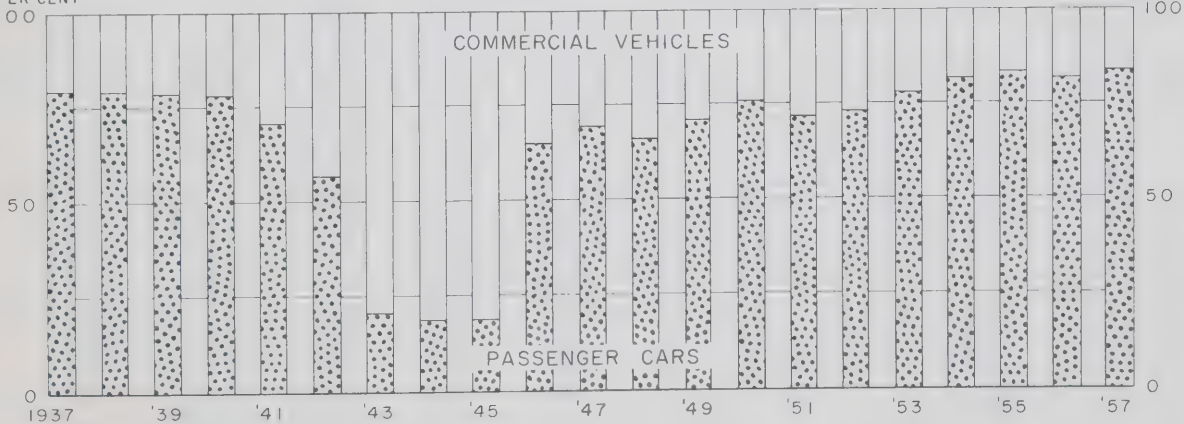
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TABLE 7. Financing of Motor Vehicle Sales in Canada, by Months, 1957

Month	Total, passenger and commercial		Passenger		Commercial	
	Number	Amount	Number	Amount	Number	Amount
	\$000		\$000		\$000	
	Total new and used vehicles					
Annual total	615,251	878,522	537,787	729,842	77,464	148,680
January	35,623	53,278	30,567	42,229	5,056	11,049
February	38,242	54,303	33,115	44,239	5,127	10,064
March	51,039	70,421	44,584	58,622	6,455	11,799
April	63,238	88,932	55,427	74,656	7,811	14,276
May	70,118	101,293	60,946	82,445	9,172	18,848
June	61,324	87,789	53,838	72,315	7,486	15,474
July	67,573	96,048	60,100	81,660	7,473	14,388
August	57,693	82,214	51,088	69,885	6,605	12,329
September	49,057	69,764	42,670	58,473	6,387	11,291
October	47,968	67,611	41,745	56,617	6,223	10,994
November	38,664	55,090	33,590	46,063	5,074	9,027
December	34,712	51,779	30,117	42,638	4,595	9,141
	New vehicles					
Annual total	201,020	480,099	171,904	385,043	29,116	95,056
January	12,793	31,248	10,497	23,344	2,296	7,904
February	12,330	29,322	10,285	22,783	2,045	6,539
March	15,902	37,255	13,375	29,517	2,527	7,738
April	20,672	48,598	17,699	39,306	2,973	9,292
May	23,029	56,308	19,462	43,697	3,567	12,611
June	19,454	47,515	16,547	37,154	2,907	10,361
July	21,864	52,451	19,231	43,376	2,633	9,075
August	18,477	44,691	16,141	36,827	2,336	7,864
September	16,266	38,284	13,982	31,308	2,284	6,976
October	15,429	35,726	13,230	29,234	2,199	6,492
November	12,901	29,957	11,155	24,940	1,746	5,017
December	11,903	28,744	10,300	23,557	1,603	5,187
	Used vehicles					
Annual total	414,231	398,423	365,883	344,799	48,348	53,624
January	22,830	22,030	20,070	18,885	2,760	3,145
February	25,912	24,981	22,830	21,456	3,082	3,525
March	35,137	33,166	31,209	29,105	3,928	4,061
April	42,566	40,334	37,728	35,350	4,838	4,984
May	47,089	44,985	41,484	38,748	5,605	6,237
June	41,870	40,274	37,291	35,161	4,579	5,113
July	45,709	43,597	40,869	38,284	4,840	5,313
August	39,216	37,523	34,947	33,058	4,269	4,465
September	32,791	31,480	28,688	27,165	4,103	4,315
October	32,539	31,885	28,515	27,383	4,024	4,502
November	25,763	25,133	22,435	21,123	3,328	4,010
December	22,809	23,035	19,817	19,081	2,992	3,954

TABLE 8. Financing of Motor Vehicle Sales in Canada, by Provinces, 1957

Province	Total passenger and commercial			Passenger cars			Commercial vehicles		
	Number	Amount of financing		Number	Amount of financing		Number	Amount of financing	
		Total	Average per vehicle		Total	Average per vehicle		Total	Average per vehicle
		\$'000	\$		\$'000	\$		\$'000	\$
Total, new and used vehicles									
Canada	615,251	878,522	1,428	537,787	729,842	1,357	77,464	148,680	1,919
Atlantic Provinces	51,780	61,139	1,181	42,724	49,327	1,155	9,056	11,812	1,304
Quebec	144,767	222,911	1,540	127,573	189,489	1,485	17,194	33,422	1,944
Ontario	237,443	325,564	1,371	215,407	282,947	1,314	22,036	42,617	1,934
Manitoba	25,534	36,485	1,429	22,036	29,672	1,347	3,498	6,813	1,948
Saskatchewan	28,521	37,516	1,315	23,648	29,405	1,243	4,873	8,111	1,664
Alberta	67,336	99,803	1,482	55,447	75,873	1,368	11,889	23,930	2,013
British Columbia ¹	59,870	95,104	1,589	50,952	73,129	1,435	8,918	21,975	2,464
New vehicles									
Canada	201,020	480,099	2,388	171,904	385,043	2,240	29,116	95,056	3,265
Atlantic Provinces	13,532	29,400	2,173	10,949	22,519	2,057	2,583	6,881	2,664
Quebec	51,775	128,546	2,483	44,577	105,874	2,375	7,198	22,672	3,150
Ontario	77,033	176,603	2,293	68,262	147,416	2,160	8,771	29,187	3,328
Manitoba	8,386	20,113	2,398	7,179	15,796	2,200	1,207	4,317	3,577
Saskatchewan	8,982	21,212	2,362	7,296	15,813	2,167	1,686	5,399	3,202
Alberta	23,150	57,115	2,467	18,642	42,213	2,264	4,508	14,902	3,306
British Columbia ¹	18,162	47,110	2,594	14,999	35,412	2,361	3,163	11,698	3,698
Used vehicles									
Canada	414,231	398,423	962	365,883	344,799	942	48,348	53,624	1,109
Atlantic Provinces	38,248	31,739	830	31,775	26,808	844	6,473	4,931	762
Quebec	92,992	94,365	1,015	82,996	83,615	1,007	9,996	10,750	1,075
Ontario	160,410	148,961	929	147,145	135,531	921	13,265	13,430	1,012
Manitoba	17,148	16,372	955	14,857	13,876	934	2,291	2,496	1,089
Saskatchewan	19,539	16,304	834	16,352	13,592	831	3,187	2,712	851
Alberta	44,186	42,688	966	36,805	33,660	915	7,381	9,028	1,223
British Columbia ¹	41,708	47,994	1,151	35,953	37,717	1,049	5,755	10,277	1,786

1. Includes Yukon and Northwest Territories.

TABLE 9. Number of Motor Vehicles Financed, by Provinces and by Months, 1957

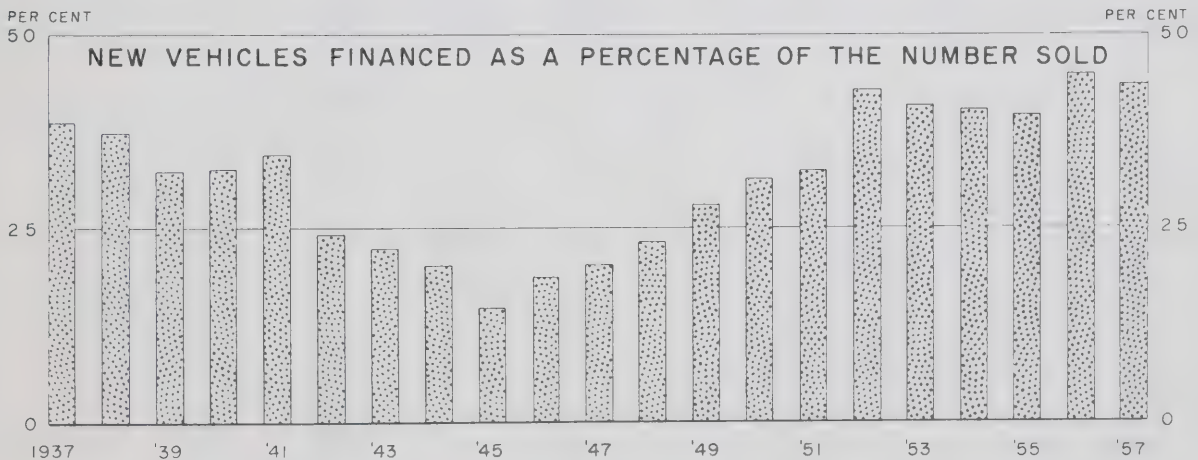
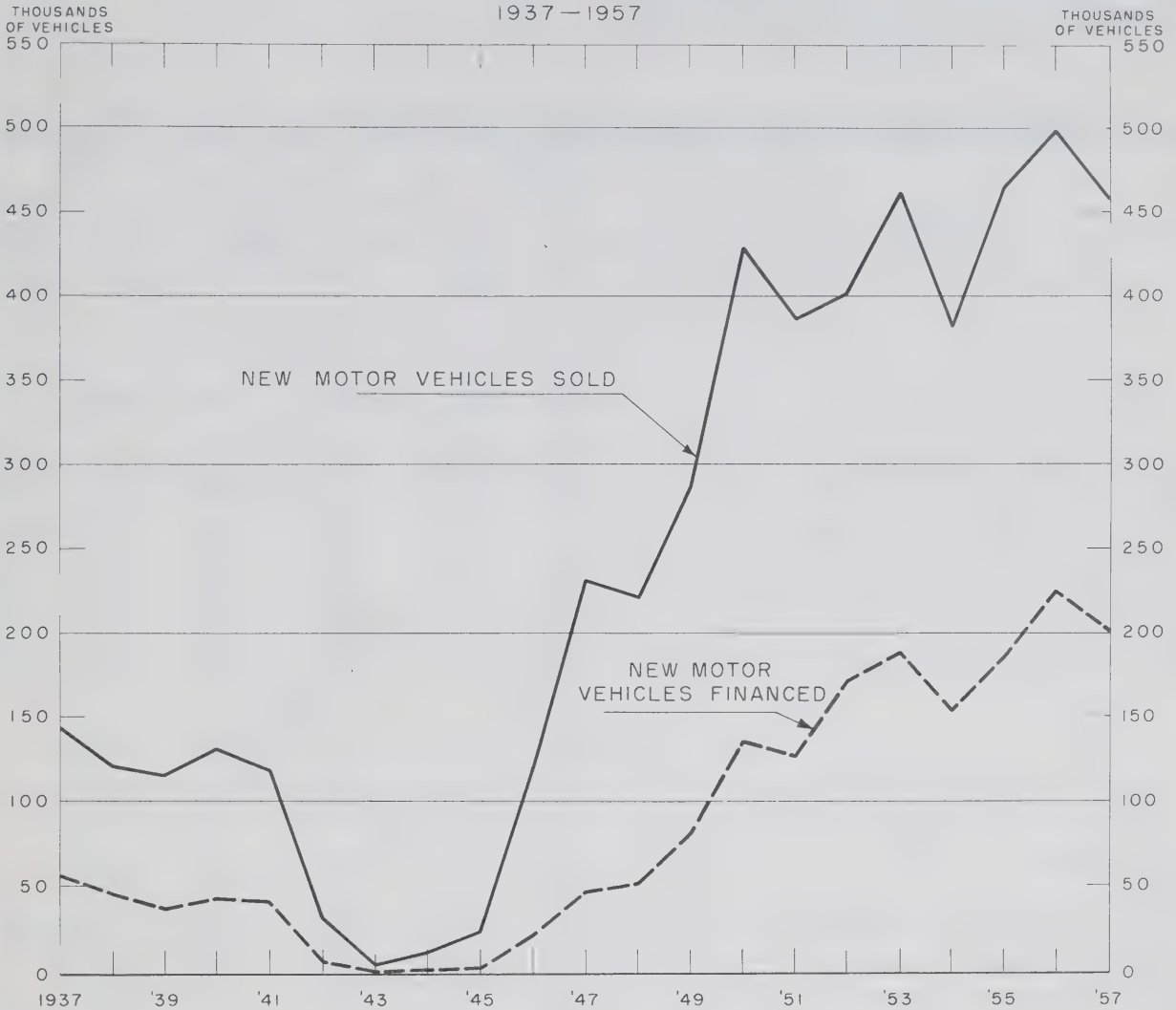
Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia ¹
New passenger cars								
Annual total	171,904	10,949	44,577	68,262	7,179	7,296	18,642	14,999
January	10,497	464	2,312	4,587	392	423	1,188	1,131
February	10,285	471	2,588	4,419	414	378	1,137	878
March	13,375	668	3,589	5,548	510	505	1,430	1,125
April	17,699	1,199	5,006	6,554	694	750	2,042	1,454
May	19,462	1,538	5,169	7,274	886	795	2,121	1,679
June	16,547	1,310	4,265	6,226	720	735	1,922	1,369
July	19,231	1,273	5,231	7,595	840	803	2,026	1,463
August	16,141	1,072	4,244	6,196	724	718	1,643	1,544
September	13,982	932	3,451	5,562	661	563	1,529	1,284
October	13,230	817	3,355	5,318	539	637	1,368	1,196
November	11,155	640	2,859	4,609	425	515	1,128	979
December	10,300	565	2,508	4,374	374	474	1,108	897
New commercial vehicles								
Annual total	29,116	2,583	7,198	8,771	1,207	1,686	4,508	3,163
January	2,296	144	599	701	89	113	383	267
February	2,045	133	559	710	70	98	254	221
March	2,527	180	690	808	93	117	364	275
April	2,973	277	702	862	118	200	494	320
May	3,567	327	895	965	139	241	592	408
June	2,907	282	661	811	117	244	460	332
July	2,633	254	632	814	117	140	381	295
August	2,336	216	532	727	118	114	364	265
September	2,284	280	537	686	102	128	345	206
October	2,199	206	519	696	76	106	360	236
November	1,746	143	431	515	94	88	279	196
December	1,603	141	441	476	74	97	232	142
Used passenger cars								
Annual total	365,883	31,775	82,996	147,145	14,857	16,352	36,805	35,953
January	20,070	1,198	3,613	8,904	732	870	2,286	2,467
February	22,830	1,549	4,769	9,860	897	899	2,296	2,560
March	31,209	2,457	7,216	12,906	1,116	1,224	3,198	3,092
April	37,728	3,279	9,130	14,718	1,482	1,665	3,884	3,570
May	41,484	3,815	9,985	16,347	1,698	1,798	3,952	3,889
June	37,291	3,528	8,812	14,327	1,591	1,725	3,821	3,487
July	40,869	3,940	9,561	16,385	1,591	1,729	3,786	3,877
August	34,947	3,185	8,124	13,583	1,476	1,824	3,213	3,542
September	28,688	2,591	6,469	11,476	1,222	1,225	2,939	2,766
October	28,515	2,481	6,313	11,493	1,252	1,345	2,869	2,762
November	22,435	1,946	4,960	9,158	1,000	1,023	2,345	2,003
December	19,817	1,806	4,044	7,988	800	1,025	2,216	1,938
Used commercial vehicles								
Annual total	48,348	6,473	9,996	13,265	2,291	3,187	7,381	5,755
January	2,760	271	491	841	137	188	452	380
February	3,082	367	585	879	136	170	528	417
March	3,928	470	786	1,097	152	246	669	508
April	4,838	615	976	1,291	201	362	788	605
May	5,605	814	1,207	1,533	292	378	786	595
June	4,579	663	1,003	1,180	253	284	681	515
July	4,840	736	1,054	1,366	209	276	645	554
August	4,269	633	933	1,086	235	293	586	503
September	4,103	596	866	1,156	186	251	590	458
October	4,024	534	813	1,114	185	292	594	492
November	3,328	393	698	894	180	253	534	376
December	2,992	381	584	828	125	194	528	352

1. Includes Yukon and Northwest Territories.

CHART-4

NEW MOTOR VEHICLES SALES AND FINANCING

1937-1957



Sales for 1944 and 1945 obtained from record of vehicles released from reserve pool

SALES AND FINANCING OF NEW VEHICLES COMPARED

In 1957, a smaller proportion of the new vehicles sold in Canada was financed by Sales Finance Companies than in 1956. Of the new units sold, 201,020 or 43.9 per cent were financed through this medium (45.0 per cent the year before), and the value of financing on new units amounted to \$480.1 million, or 35.1 per cent of total value of new unit sales (35.8 per cent

in 1956). All provinces except Saskatchewan reflected the decreased proportions. Manitoba accounted for the smallest percentage of new units financed to new units sold (35.2 per cent), as well as the smallest percentage of financed value to total sales value of new units (28.6 per cent).

TABLE 10. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces, 1957

Province	Sales of new vehicles		Financing of sales of new vehicles			
	Number	Retail value	Number	% of total number sold	Amount of financing	% of value of total number sold
	\$000		%		\$000	%
	Total vehicles					
Canada	458,299	1,368,931	201,020	43.9	480,099	35.1
Atlantic Provinces	32,960	90,871	13,532	41.1	29,400	32.4
Quebec	114,271	359,479	51,775	45.3	128,546	35.8
Ontario	176,268	521,460	77,033	43.7	176,603	33.9
Manitoba	23,813	70,214	8,386	35.2	20,113	28.6
Saskatchewan.....	22,732	66,402	8,982	39.5	21,212	31.9
Alberta	44,187	133,074	23,150	52.4	57,115	42.9
British Columbia ¹	44,068	127,431	18,162	41.2	47,110	37.0
	Passenger cars					
Canada	382,023	1,087,620	171,904	45.0	385,043	35.4
Atlantic Provinces	26,210	70,193	10,949	41.8	22,519	32.1
Quebec	96,742	286,909	44,577	46.1	105,874	36.9
Ontario	151,566	426,451	68,262	45.0	147,416	34.6
Manitoba	19,932	56,491	7,179	36.0	15,796	28.0
Saskatchewan.....	17,699	50,529	7,296	41.2	15,813	31.3
Alberta	33,899	97,441	18,642	55.0	42,213	43.3
British Columbia ¹	35,975	99,606	14,999	41.7	35,412	35.6
	Commercial vehicles					
Canada	76,276	281,311	29,116	38.2	95,056	33.8
Atlantic Provinces	6,750	20,678	2,583	38.3	6,881	33.3
Quebec	17,529	72,570	7,198	41.1	22,672	31.2
Ontario	24,702	95,009	8,771	35.5	29,187	30.7
Manitoba	3,881	13,723	1,207	31.1	4,317	31.5
Saskatchewan.....	5,033	15,873	1,686	33.5	5,399	34.0
Alberta	10,288	35,633	4,508	43.8	14,902	41.8
British Columbia ¹	8,093	27,825	3,163	39.1	11,698	42.0

1. Includes Yukon and Northwest Territories.

TABLE 11. Sales and Financing of Sales of New Motor Vehicles Compared, by Provinces and by Months, 1957

Month	Canada			Atlantic Provinces			Quebec			Ontario		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual total	458,299	201,020	43.9	32,960	13,532	41.1	114,271	51,775	45.3	176,268	77,033	43.7
January	32,745	12,793	39.1	2,245	608	27.1	7,113	2,911	40.9	13,968	5,288	37.9
February	32,342	12,330	38.1	1,656	604	36.5	8,656	3,147	36.4	13,037	5,129	39.3
March	45,749	15,902	34.8	3,281	848	25.8	12,961	4,279	33.0	17,433	6,356	36.5
April	55,357	20,672	37.3	3,953	1,476	37.3	14,427	5,708	39.6	20,317	7,416	36.5
May	54,527	23,029	42.2	4,665	1,865	40.0	13,889	6,064	43.7	19,302	8,239	42.7
June	45,864	19,454	42.4	3,553	1,592	44.8	11,529	4,926	42.7	16,647	7,037	42.3
July	42,498	21,864	51.4	3,163	1,527	48.3	10,784	5,863	54.4	16,519	8,409	50.9
August	37,902	18,477	48.7	2,738	1,288	47.0	9,358	4,776	51.0	13,644	6,923	50.7
September	32,131	16,266	50.6	2,316	1,212	52.3	7,860	3,988	50.7	12,869	6,248	48.6
October	25,773	15,429	59.9	1,854	1,023	55.2	5,987	3,874	64.7	9,959	6,014	60.4
November	26,307	12,901	49.0	1,722	783	45.5	6,008	3,290	54.8	10,766	5,124	47.6
December	27,104	11,903	43.9	1,814	706	38.9	5,699	2,949	51.7	11,807	4,850	41.1
	Manitoba			Saskatchewan			Alberta			British Columbia ¹		
	Sold	Financed		Sold	Financed		Sold	Financed		Sold	Financed	
	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold	Number	Number	% of number sold
Annual total	23,813	8,386	35.2	22,732	8,982	39.5	44,187	23,150	52.4	44,068	18,162	41.2
January	1,135	481	42.4	1,587	536	33.8	3,382	1,571	46.5	3,315	1,398	42.2
February	1,598	484	30.3	997	476	47.7	3,051	1,391	45.6	3,347	1,099	32.8
March	2,249	603	26.8	1,527	622	40.7	4,166	1,794	43.1	4,132	1,400	33.9
April	2,838	812	28.6	3,175	950	29.9	5,489	2,536	46.2	5,158	1,774	34.4
May	3,062	1,025	33.5	2,947	1,036	35.2	5,416	2,713	50.1	5,246	2,087	39.8
June	2,749	837	30.4	2,679	979	36.5	4,617	2,382	51.6	4,090	1,701	41.6
July	2,318	957	41.3	2,154	943	43.8	3,878	2,407	62.1	3,682	1,758	47.7
August	2,107	842	40.0	2,040	832	40.8	3,646	2,007	55.0	4,369	1,809	41.4
September	1,680	763	45.4	1,413	691	48.9	3,027	1,874	61.9	2,966	1,490	50.2
October	1,370	615	44.9	1,474	743	50.4	2,571	1,728	67.2	2,558	1,432	56.0
November	1,410	519	36.8	1,345	603	44.8	2,365	1,407	59.5	2,691	1,175	43.7
December	1,297	448	34.5	1,394	571	41.0	2,579	1,340	52.0	2,514	1,039	41.3

1. Includes Yukon and Northwest Territories.

CATALOGUE No.

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CANADA



NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING 1958

Published by Authority of

The Honourable Gordon Churchill, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

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PUBLICATIONS RELATING TO RETAIL TRADE

Catalogue number	Title	Price
(a) Weekly		
63-003	Percentage Change in Department Store Sales	\$2.00 per year
(b) Monthly		
63-001	Chain Store Sales and Stocks	\$1.00 " "
63-002	Department Store Sales and Stocks	\$1.00 " "
63-004	Percentage Change in Department Store Sales (Preliminary)	\$1.00 " "
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63-007	New Motor Vehicle Sales and Motor Vehicle Financing	\$1.00 " "
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63-415	Operating Results and Financial Structure of Independent Tobacco Stores	50¢

Other occasional reports and 1951 Census reports on retail trade are shown in a complete list of publications of the Dominion Bureau of Statistics which is available on request from the Information Services Division, D.B.S., or from the Queen's Printer, Ottawa.

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NOTES

This bulletin summarizes the statistics published in the monthly series under the same title and contains minor revisions to the monthly data where necessary. It is in two main parts as follows:

1. **New Motor Vehicle Sales** statistics are obtained from Canadian manufacturers who report consolidated totals of their dealers' monthly statements on sales to customers and from direct importers of cars of other than Canadian manufacture. Every effort is made to avoid duplication of sales reported by distributors of European cars.
2. **Financing of Motor Vehicle Sales** shown in this report covers only that financing handled by sales finance and acceptance companies. Financing charges and insurance are added to the instalment paper purchased from dealers.

COMMERCIAL VEHICLES

Commercial Vehicles is a term which is used for convenience in this report and is synonymous with the term "trucks and buses". Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

BRITISH AND EUROPEAN VEHICLES

British and European Vehicles are shown in a special table but are also included in all other tables of new motor vehicle sales and financing.

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

1958

New Motor Vehicle Sales

Total sales of new motor vehicles in Canada were lower in 1958 than in 1957 for both the number sold and the retail value. A total of 444,769 new vehicles was sold for \$1,365,466,000 in 1958, representing decreases of 3.0 per cent and 0.3 per cent respectively from the previous year. Commercial vehicle sales were approximately 10 per cent below the 1957 level; passenger car sales were slightly lower in number (-1.4 per cent) but showed increased selling value to the extent of 2.1 per cent. The Atlantic Provinces, Ontario, and Saskatchewan experienced increased sales in 1958, while the number of units sold was less than the previous year in the other provinces. Decreased sales were more evident in the commercial sector than in passenger vehicles; all provinces except Saskatchewan recorded lower sales of commercial vehicles for the year.

The growth in sales of British and European-made vehicles continued through 1958. There were 77,166 passenger cars of this origin sold compared with 49,433 in 1957 and 6,697 commercial vehicles

compared with 4,367. The sales of many European models increased significantly, while others had not been in much evidence on the Canadian market before 1958. This component of the passenger car category increased 56.1 per cent in number of units sold and 62.4 per cent in value over the previous year. Exclusion of these sales from the total left the Canadian-American passenger car component with decreases of 9.9 per cent in number and 3.5 per cent in value.

Ontario sales accounted for 40.6 per cent of all new vehicles sold in Canada, increasing from 38.5 per cent in 1957. Proportional gains were made in the Atlantic Provinces, Saskatchewan and Manitoba; the remaining provinces accounted for decreased proportions of total sales. Quebec's position fell from 24.9 per cent of total in 1957 to 22.9 per cent in 1958.

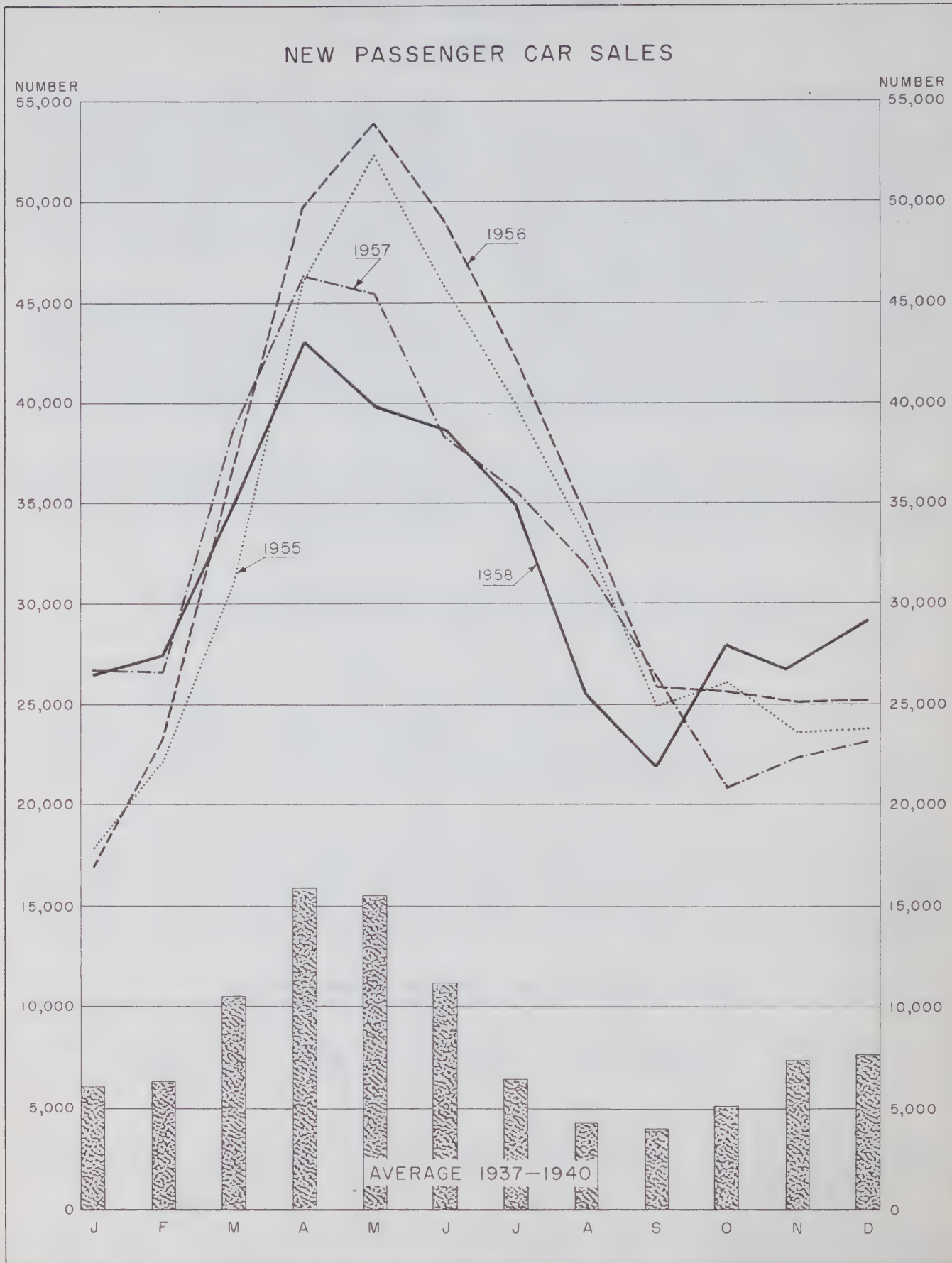
The sale of buses, included in the category "commercial vehicles," decreased in Ontario and British Columbia. In total, 903 buses were sold for \$19,309,000 compared with 886 sold in 1957 and valued at \$18,106,000.

New Motor Vehicle Sales showing Percentage Change in Number and Retail Value 1958/1957
also Percentage Distribution for 1957 and 1958, by Type of Vehicles and Provinces

Province	Percentage											
	Change 1958/1957						Unit Distribution					
	Total vehicles		Passenger cars		Commercial vehicles		Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value	1957	1958	1957	1958	1957	1958
Canada.....	- 3.0	- 0.3	- 1.4	+ 2.1	- 10.8	- 9.4	100.0	100.0	100.0	100.0	100.0	100.0
Atlantic Provinces.....	+ 4.9	+ 6.7	+ 6.7	+ 8.4	- 2.0	+ 0.9	7.2	7.8	6.9	7.4	8.8	9.7
Quebec.....	- 11.1	- 8.7	- 9.9	- 7.2	- 17.5	- 14.6	24.9	22.9	25.3	23.2	23.0	21.3
Ontario.....	+ 2.5	+ 5.4	+ 4.0	+ 8.6	- 6.6	- 9.1	38.5	40.6	39.7	41.8	32.4	33.9
Manitoba.....	- 1.3	+ 4.1	+ 0.5	+ 5.3	- 10.6	- 0.7	5.2	5.3	5.2	5.3	5.1	5.1
Saskatchewan.....	+ 2.6	+ 8.6	+ 2.8	+ 9.6	+ 1.7	+ 5.6	5.0	5.2	4.6	4.8	6.6	7.5
Alberta.....	- 6.8	- 3.9	- 6.9	- 3.4	- 6.6	- 5.2	9.6	9.2	8.9	8.4	13.5	14.1
British Columbia.....	- 9.5	- 7.8	- 5.0	- 3.5	- 29.6	- 23.1	9.6	9.0	9.4	9.1	10.6	8.4

Number and Retail Value of Buses Sold - 1957 and 1958 by Provinces

Item	Provinces							Canada
	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	
1957								
Units..... No.	10	379	150	41	116	142	48	886
Retail value..... \$'000	261	9,702	4,113	784	586	1,827	833	18,106
1958								
Units..... No.	23	406	133	52	123	146	20	903
Retail value..... \$'000	561	10,932	3,743	1,340	667	1,697	369	19,309



NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

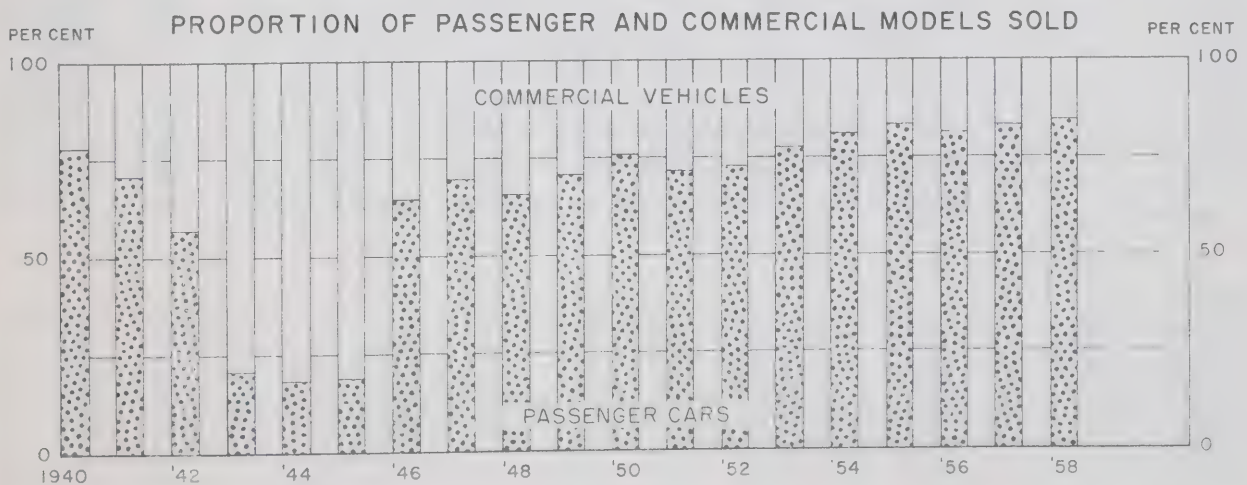


TABLE 1. Annual Sales of New Motor Vehicles in Canada, 1946-1958, and Annual Sales of British and European Made Vehicles, 1949-1958, by Type of Vehicle

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value	Average per vehicle	Number	Retail value	Average per vehicle	Number	Retail value	Average per vehicle
		\$'000	\$		\$'000	\$		\$'000	\$
Total vehicles:									
1946	120,044	193,328	1,610	77,742	120,325	1,548	42,302	73,003	1,726
1947	230,255	416,237	1,808	159,205	283,190	1,779	71,050	133,047	1,873
1948	221,300	439,217	1,985	145,655	282,904	1,942	75,645	156,313	2,066
1949	286,341	588,725	2,056	202,318	412,298	2,038	84,023	176,427	2,100
1950	429,695	885,669	2,061	324,903	661,674	2,037	104,792	223,995	2,138
1951	385,648	950,160	2,464	275,686	683,183	2,478	109,962	266,977	2,428
1952	400,777	1,003,663	2,504	292,095	725,168	2,483	108,682	278,495	2,562
1953	462,526	1,162,471	2,513	359,172	899,726	2,505	103,354	262,745	2,542
1954	382,628	989,518	2,586	310,546	797,554	2,568	72,082	191,964	2,663
1955	465,678	1,255,890	2,697	386,962	1,023,351	2,645	78,716	232,539	2,954
1956	499,921	1,455,375	2,911	408,233	1,128,640	2,765	91,688	326,735	3,564
1957	458,299	1,368,931	2,987	382,023	1,087,620	2,847	76,276	281,311	3,688
1958	444,769	1,365,466	3,070	376,723	1,110,724	2,948	68,046	254,742	3,744
British and European vehicles:									
1949	30,101			28,362			1,838		
1950	67,506	N.A.	N.A.	62,880	N.A.	N.A.	4,626	N.A.	N.A.
1951	32,162			29,113			3,049		
1952	28,886	53,781	1,862	26,655	49,254	1,848	2,231	4,527	2,029
1953	28,025	53,803	1,920	26,378	50,601	1,918	1,647	3,202	1,944
1954	21,858	41,696	1,908	20,248	38,463	1,900	1,610	3,233	2,008
1955	24,631	45,660	1,854	22,165	40,609	1,832	2,466	5,051	2,048
1956	38,014	71,920	1,892	34,169	63,890	1,870	3,845	8,030	2,088
1957	53,800	102,370	1,903	49,433	92,897	1,879	4,367	9,473	2,169
1958	83,863	165,273	1,971	77,166	150,877	1,955	6,697	14,396	2,150

TABLE 2. Sales of New British and European Made Vehicles in Canada, By Month, Province, and Type of Vehicle 1957 and 1958

Month & province	Total vehicles				Passenger cars				Commercial vehicles			
	1957		1958		1957		1958		1957		1958	
	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value
		\$'000		\$'000		\$'000		\$'000		\$'000		\$'000
Month:												
January	2,450	4,654	3,812	7,410	2,196	4,117	3,492	6,723	254	537	320	687
February	2,476	4,769	5,213	10,147	2,156	4,084	4,869	9,421	320	685	344	726
March	4,546	8,693	6,514	12,749	4,257	8,055	6,030	11,699	289	638	484	1,050
April	6,514	12,279	8,515	17,048	5,869	10,885	7,754	15,421	645	1,394	761	1,627
May	6,606	12,489	7,953	15,948	6,114	11,464	7,419	14,795	492	1,025	534	1,153
June	4,625	8,951	8,496	16,613	4,245	8,132	7,915	15,375	380	819	581	1,238
July	4,951	9,446	9,247	18,096	4,612	8,687	8,520	16,538	339	759	727	1,558
August	5,032	9,716	6,131	12,083	4,654	8,897	5,694	11,159	378	819	437	924
September	4,348	8,177	6,170	12,147	3,996	7,405	5,622	10,938	352	772	548	1,209
October	3,962	7,533	8,601	16,774	3,654	6,872	7,902	15,257	308	661	699	1,517
November	4,224	8,017	7,044	13,962	3,970	7,434	6,476	12,787	254	583	568	1,175
December	4,066	7,646	6,167	12,296	3,710	6,865	5,473	10,764	356	781	694	1,532
Annual total	53,800	102,370	83,863	165,273	49,433	92,897	77,166	150,877	4,367	9,473	6,697	14,396
Province:												
Newfoundland	851	1,620	1,370	2,683	806	1,519	1,258	2,427	45	101	112	256
Prince Edward Island	205	352	348	605	193	326	334	576	12	26	14	29
Nova Scotia	2,808	5,115	4,490	8,361	2,676	4,835	4,259	7,884	132	280	231	477
New Brunswick	1,173	2,125	2,329	4,347	1,114	1,998	2,163	4,003	59	127	166	344
Quebec	8,937	17,471	17,228	34,530	8,187	15,856	15,564	30,921	750	1,615	1,664	3,609
Ontario	22,677	42,684	35,354	69,025	20,818	38,657	32,634	63,173	1,859	4,027	2,720	5,852
Manitoba	2,137	4,020	3,189	6,209	1,964	3,650	2,963	5,720	173	370	226	489
Saskatchewan	1,124	2,131	1,748	3,370	979	1,810	1,586	3,028	145	321	162	342
Alberta	4,183	7,816	5,921	11,677	3,806	6,992	5,442	10,660	377	824	479	1,017
British Columbia	9,705	19,036	11,886	24,466	8,890	17,254	10,963	22,485	815	1,782	923	1,981

TABLE 3. Number of New Motor Vehicles Sold in Canada, 1958, by Province and Month

Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
All vehicles:											
January	30,966	213	87	956	590	6,398	13,563	1,670	1,635	2,812	3,042
February	31,636	316	90	926	726	8,004	13,439	1,572	1,446	2,519	2,598
March	40,596	591	205	1,706	1,187	10,750	13,708	2,372	2,187	3,766	4,124
April	50,828	893	234	1,853	1,241	12,499	19,968	2,586	3,061	4,647	3,846
May	46,879	705	268	1,805	1,305	11,384	18,711	2,450	2,474	4,030	3,747
June	44,840	691	216	1,771	1,282	9,980	18,304	2,518	2,347	4,115	3,616
July	40,980	654	178	1,554	898	10,201	16,400	2,156	1,834	3,490	3,615
August	30,638	489	160	1,207	783	6,415	11,662	1,733	1,797	3,051	3,341
September	26,761	311	119	985	696	5,618	11,037	1,531	1,249	2,755	2,460
October	33,728	393	152	1,143	740	7,131	14,544	1,705	1,644	3,356	2,920
November	31,849	356	115	837	577	6,920	14,053	1,470	1,669	2,954	2,898
December	35,068	336	123	1,166	748	6,380	15,235	1,735	1,981	3,679	3,685
Total units	444,769	5,948	1,947	15,909	10,773	101,680	180,624	23,498	23,324	41,174	39,892
Passenger cars:											
January	26,490	162	66	756	453	5,510	11,923	1,459	1,305	2,224	2,632
February	27,462	264	71	757	608	6,683	12,075	1,395	1,161	2,112	2,336
March	34,901	423	144	1,487	1,023	9,362	11,962	2,083	1,748	3,063	3,606
April	43,063	703	147	1,517	997	10,861	17,467	2,228	2,289	3,499	3,355
May	39,832	523	195	1,548	1,059	9,879	16,396	2,075	1,867	3,120	3,170
June	38,699	537	172	1,527	1,074	8,803	16,138	2,152	1,936	3,317	3,043
July	34,984	451	129	1,355	720	8,942	14,259	1,858	1,472	2,766	3,032
August	25,565	355	121	1,017	629	5,406	10,094	1,458	1,433	2,219	2,833
September	21,869	223	84	812	580	4,622	9,350	1,269	964	1,963	2,002
October	27,902	306	106	955	579	6,044	12,432	1,385	1,215	2,403	2,477
November	26,752	269	82	693	434	5,843	12,327	1,211	1,266	2,125	2,502
December	29,204	243	95	958	552	5,256	13,132	1,456	1,547	2,759	3,206
Total units	376,723	4,459	1,412	13,382	8,708	87,211	157,555	20,029	18,203	31,570	34,194
Commercial vehicles:											
January	4,476	51	21	200	137	888	1,640	211	330	588	410
February	4,174	52	19	169	118	1,321	1,364	177	285	407	262
March	5,695	168	61	219	164	1,388	1,746	289	439	703	518
April	7,765	190	87	336	244	1,638	2,501	358	772	1,148	491
May	7,047	182	73	257	246	1,505	2,315	375	607	910	577
June	6,141	154	44	244	208	1,177	2,166	366	411	798	573
July	5,996	203	49	199	178	1,259	2,141	298	362	724	583
August	5,073	134	39	190	154	1,009	1,568	275	364	832	508
September	4,892	88	35	173	116	996	1,687	262	285	792	458
October	5,826	87	46	188	161	1,087	2,112	320	429	953	443
November	5,097	87	33	144	143	1,077	1,726	259	403	829	396
December	5,864	93	28	208	196	1,124	2,103	279	434	920	479
Total units	68,046	1,489	535	2,527	2,065	14,469	23,069	3,469	5,121	9,604	5,698

Note: Includes British and European.

TABLE 4. Retail Value of New Motor Vehicles Sold in Canada, 1958, by Province, and Month

Month	Canada	New- found- land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	thousands of dollars										
All vehicles:											
January	94,358	576	248	2,686	1,760	20,606	40,868	4,998	4,972	8,631	9,013
February	95,032	874	247	2,542	1,958	25,485	39,832	4,656	4,335	7,581	7,522
March	125,078	1,622	571	4,732	3,381	34,228	42,974	7,216	6,751	11,427	12,176
April	158,422	2,418	638	5,211	3,695	41,241	60,935	8,032	9,505	15,003	11,694
May	146,776	2,333	776	4,979	3,741	37,471	58,225	7,706	7,790	12,610	11,145
June	136,284	1,888	581	4,832	3,590	31,689	54,744	8,408	7,255	12,666	10,631
July	123,589	1,903	483	4,087	2,447	33,020	48,673	6,616	5,646	10,438	10,276
August	93,153	1,368	433	3,314	2,254	20,518	35,178	5,457	5,529	9,248	9,854
September	81,790	1,005	312	2,668	1,933	18,702	32,907	4,711	3,868	8,499	7,185
October	101,647	1,041	410	2,984	2,081	22,314	43,577	5,272	5,010	10,485	8,473
November	98,179	1,004	333	2,419	1,862	21,735	43,369	4,666	5,243	9,236	8,312
December	111,158	920	333	3,209	2,224	21,228	48,367	5,369	6,228	12,038	11,242
Total value	1,365,466	16,952	5,415	43,663	30,926	328,237	549,649	73,107	72,132	127,862	117,523
Passenger cars:											
January	79,290	438	189	2,121	1,312	17,377	35,198	4,336	3,955	6,656	7,708
February	80,308	717	197	1,977	1,610	20,484	35,189	4,070	3,417	6,189	6,458
March	104,520	1,137	400	4,082	2,893	29,406	35,768	6,200	5,368	8,954	10,312
April	128,350	1,873	421	4,223	2,901	33,452	51,476	6,649	6,995	10,616	9,744
May	118,202	1,425	557	4,172	2,912	30,130	48,816	6,231	5,747	9,324	8,888
June	113,104	1,428	454	4,090	2,892	26,536	47,036	6,415	5,851	9,927	8,475
July	100,471	1,225	342	3,454	1,883	26,712	40,903	5,389	4,433	7,980	8,150
August	74,035	960	319	2,740	1,772	16,051	29,320	4,401	4,262	6,474	7,736
September	62,827	658	211	2,146	1,558	13,593	26,808	3,696	2,879	5,824	5,454
October	80,595	778	276	2,437	1,602	17,700	36,111	4,052	3,673	7,200	6,766
November	79,319	733	234	1,989	1,302	17,988	36,351	3,636	3,901	6,378	6,807
December	89,703	658	252	2,609	1,542	16,818	40,332	4,404	4,882	8,568	9,638
Total value	1,110,724	12,030	3,852	36,040	24,179	266,247	463,308	59,479	55,363	94,090	96,136
Commercial vehicles:											
January	15,068	138	59	565	448	3,229	5,670	662	1,017	1,975	1,305
February	14,724	157	50	565	348	5,001	4,643	586	918	1,392	1,064
March	20,558	485	171	650	488	4,822	7,206	1,016	1,383	2,473	1,864
April	30,072	545	267	988	794	7,789	9,459	1,383	2,510	4,387	1,950
May	28,574	908	219	807	829	7,341	9,409	1,475	2,043	3,286	2,257
June	23,180	460	127	742	698	5,153	7,708	1,993	1,404	2,739	2,156
July	23,118	678	141	633	564	6,308	7,770	1,227	1,213	2,458	2,126
August	19,118	408	114	574	482	4,467	5,858	1,056	1,267	2,774	2,118
September	18,963	347	101	522	375	5,109	6,099	1,015	989	2,675	1,731
October	21,052	263	134	547	479	4,614	7,466	1,220	1,337	3,285	1,707
November	18,860	271	99	430	560	3,747	7,018	1,030	1,342	2,858	1,505
December	21,455	262	81	600	682	4,410	8,035	965	1,346	3,470	1,604
Total value	254,742	4,922	1,563	7,623	6,717	61,990	86,341	13,628	16,769	33,772	21,387

Note— Includes British and European.

Financing of Motor Vehicle Sales

The following four tables cover the financing of sales of new and used motor vehicles, both passenger and commercial. The information represents a revised summary of the twelve monthly reports on motor vehicle financing published during 1958, and it refers only to the financing handled by sales finance companies and acceptance corporations. No other institutions engaged in this field of activity are included in this report.

For the year 1958, the number of vehicles financed decreased by 11.5 per cent, while the

total amount of financing decreased by 11 per cent. This decrease is reflected in both new and used vehicles. The largest percentage decrease occurred in new commercial vehicles (27.3 per cent in units and 25.3 per cent in amount of financing). New passenger vehicles decreased 14.8 per cent in number and 13.5 per cent in value.

The financing of motor vehicle sales is an activity of various lending institutions. Since the financing covered in this report is an unknown percentage of all vehicle financing, comparisons of such financing to total new vehicle sales, formerly made in this publication, have been discontinued.

TABLE 5. Percentage Change in Number of Vehicles Financed and Amount of Financing by Provinces 1958/1957

Province	Number				Amount			
	New vehicles		Used vehicles		New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial	Passenger	Commercial	Passenger	Commercial
Canada	-14.8	-27.3	- 8.7	-11.4	-13.5	-25.3	- 5.0	- 4.1
Atlantic Provinces.....	-11.3	-23.7	-10.8	-18.0	-10.5	-17.1	- 9.7	-12.0
Quebec	-14.7	-25.2	- 8.5	-10.3	-14.3	-24.1	- 6.1	+ 1.0
Ontario.....	-11.4	-24.3	-10.1	-13.1	- 9.4	-23.0	- 4.6	- 0.8
Manitoba	-19.0	-28.1	- 3.1	-18.0	-17.2	-17.0	+ 1.2	-13.0
Saskatchewan	-13.1	-26.6	+ 1.3	-10.7	-11.1	-30.4	+ 6.6	- 9.6
Alberta.....	-21.7	-28.9	- 2.5	- 5.6	-19.6	-23.2	+ 2.2	- 2.5
British Columbia	-23.9	-40.9	-15.0	- 7.3	-22.6	-41.2	-13.1	- 7.9

TABLE 6. Financing of Motor Vehicle Sales in Canada 1946 - 1958

Year	Total new and used vehicles		New vehicles				Used vehicles			
			Passenger		Commercial		Passenger		Commercial	
	Number	Amount	Number	Amount	Number	Amount	Number	Amount	Number	Amount
		\$'000		\$'000		\$'000		\$'000		\$'000
1946	53,393	41,586	11,082	10,589	11,784	17,389	22,415	7,479	8,112	6,129
1947	118,867	108,745	27,409	32,419	19,291	33,004	56,024	29,643	16,143	13,679
1948	155,634	144,955	29,923	37,680	21,944	36,126	83,323	53,255	20,444	17,894
1949	232,988	219,184	53,185	71,044	28,317	44,467	124,595	81,983	26,891	21,690
1950	364,681	342,081	97,051	131,003	38,253	60,432	189,635	120,771	39,742	29,875
1951	423,830	376,671	81,726	110,146	44,529	81,057	239,140	138,775	58,435	46,693
1952	620,354	639,689	124,879	194,422	47,708	98,032	375,825	283,069	71,942	64,166
1953	640,512	725,545	146,431	252,160	42,621	90,087	382,106	320,321	69,354	62,977
1954	538,728	611,646	126,099	230,900	28,005	61,359	325,953	269,144	58,671	50,243
1955	599,330	719,328	156,191	305,069	28,936	70,928	355,638	294,508	58,565	48,823
1956	663,749	910,833	190,109	408,993	34,796	111,951	382,026	337,154	56,818	52,735
1957	615,251	878,522	171,904	385,043	29,116	95,056	365,883	344,799	48,348	53,624
1958	544,424	783,109	146,418	332,978	21,175	71,034	334,005	327,685	42,826	51,412

TABLE 7. Number of Motor Vehicles Financed, by Provinces and by Months, 1958

Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia ¹
New passenger cars								
Annual total.....	146, 418	9, 711	38, 041	60, 484	5, 818	6, 337	14, 606	11, 421
January.....	10, 491	572	2, 591	4, 269	471	456	1, 117	1, 015
February.....	9, 489	568	2, 348	4, 041	390	391	867	884
March.....	12, 774	772	3, 449	5, 318	481	480	1, 181	1, 093
April.....	15, 955	1, 179	4, 586	6, 263	665	701	1, 459	1, 102
May.....	15, 422	1, 083	4, 243	6, 156	615	642	1, 567	1, 116
June.....	14, 856	997	3, 832	6, 109	645	638	1, 511	1, 124
July.....	15, 276	1, 155	3, 901	6, 323	626	624	1, 522	1, 125
August.....	11, 576	839	2, 903	4, 673	501	600	1, 198	862
September.....	10, 550	740	2, 700	4, 257	412	491	1, 147	803
October.....	10, 754	695	2, 786	4, 542	375	483	1, 121	752
November.....	9, 709	555	2, 426	4, 267	326	406	956	773
December.....	9, 566	556	2, 276	4, 266	311	425	960	772
New commercial vehicles								
Annual total.....	21, 175	1, 972	5, 383	6, 642	868	1, 237	3, 203	1, 870
January.....	1, 483	120	381	456	66	100	222	138
February.....	1, 286	121	341	401	47	70	174	132
March.....	1, 647	119	433	555	50	102	242	146
April.....	2, 040	242	482	617	85	128	307	179
May.....	2, 186	219	542	695	89	146	312	183
June.....	1, 983	172	466	680	82	113	310	160
July.....	1, 888	205	447	625	62	118	243	188
August.....	1, 714	165	488	505	59	92	265	140
September.....	1, 855	177	475	564	79	103	299	158
October.....	1, 769	174	428	527	88	100	289	163
November.....	1, 660	122	438	521	81	87	261	150
December.....	1, 664	136	462	496	80	78	279	133
Used passenger cars								
Annual total.....	334, 005	28, 342	75, 957	132, 315	14, 397	16, 559	35, 870	30, 565
January.....	21, 201	1, 604	3, 978	8, 719	1, 014	993	2, 601	2, 292
February.....	21, 495	1, 676	4, 280	8, 853	953	964	2, 332	2, 437
March.....	28, 941	2, 336	5, 999	11, 970	1, 265	1, 332	3, 105	2, 934
April.....	36, 907	3, 301	9, 103	13, 992	1, 669	1, 807	3, 884	3, 151
May.....	36, 013	3, 108	9, 035	13, 803	1, 510	1, 778	3, 651	3, 128
June.....	34, 226	2, 954	8, 187	13, 214	1, 531	1, 721	3, 833	2, 786
July.....	36, 507	3, 272	8, 834	14, 391	1, 518	1, 741	3, 530	3, 221
August.....	30, 550	2, 668	6, 958	12, 559	1, 226	1, 483	2, 997	2, 659
September.....	26, 127	2, 362	6, 010	10, 020	1, 035	1, 318	2, 809	2, 573
October.....	24, 311	2, 017	5, 520	9, 503	1, 155	1, 336	2, 743	2, 037
November.....	20, 236	1, 591	4, 414	8, 153	842	1, 144	2, 330	1, 762
December.....	17, 491	1, 453	3, 639	7, 138	679	942	2, 055	1, 585
Used commercial vehicles								
Annual total.....	42, 826	5, 307	8, 963	11, 525	1, 878	2, 846	6, 970	5, 337
January.....	3, 022	297	552	885	156	186	573	373
February.....	2, 782	339	530	774	153	153	435	398
March.....	3, 658	411	751	1, 026	145	218	591	516
April.....	4, 529	605	878	1, 240	213	324	739	530
May.....	4, 564	613	996	1, 159	193	324	711	568
June.....	3, 892	544	865	1, 103	164	259	543	414
July.....	3, 883	550	822	1, 032	159	257	569	494
August.....	3, 567	442	767	942	152	267	584	413
September.....	3, 741	474	818	988	143	261	586	466
October.....	3, 417	385	719	917	165	207	585	439
November.....	3, 043	358	657	764	117	204	566	377
December.....	2, 728	289	608	695	113	186	488	349

¹ Includes Yukon and Northwest Territories.

TABLE 8. Amount of Motor Vehicle Financing, by Provinces and by Months, 1958

Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
thousands of dollars								
New passenger cars								
Annual total	332,978	20,154	90,747	133,611	13,085	14,063	33,924	27,394
January	24,044	1,228	6,225	9,405	1,040	1,009	2,668	2,469
February	21,233	1,179	5,445	8,841	858	864	2,064	1,982
March	28,782	1,587	8,207	11,514	1,059	1,082	2,762	2,571
April	36,243	2,579	10,901	13,721	1,484	1,526	3,410	2,622
May	35,155	2,247	10,216	13,538	1,404	1,441	3,622	2,687
June	33,792	2,024	9,053	13,608	1,420	1,421	3,547	2,719
July	34,674	2,339	9,349	14,053	1,387	1,377	3,487	2,682
August	26,209	1,786	6,990	10,157	1,127	1,334	2,742	2,073
September	23,415	1,507	6,326	9,155	926	1,086	2,534	1,881
October	24,674	1,466	6,714	10,153	885	1,079	2,526	1,851
November	22,237	1,143	5,775	9,601	730	888	2,202	1,898
December	22,520	1,069	5,546	9,865	765	956	2,360	1,959
New commercial vehicles								
Annual total	71,034	5,703	17,199	22,483	3,583	3,756	11,443	6,867
January	4,744	329	1,162	1,545	227	322	721	438
February	3,863	280	1,003	1,280	221	163	584	332
March	5,213	302	1,210	1,924	202	259	779	537
April	6,465	627	1,416	2,133	285	337	1,008	659
May	7,880	630	1,715	2,685	367	509	1,214	760
June	6,984	471	1,505	2,158	352	594	1,169	735
July	6,406	676	1,530	2,054	345	379	761	661
August	6,091	707	1,536	1,962	263	217	875	531
September	6,176	481	1,534	1,869	285	269	1,174	564
October	5,896	411	1,437	1,859	306	263	1,039	581
November	5,524	332	1,554	1,554	352	233	942	557
December	5,792	457	1,597	1,460	378	211	1,177	512
Used passenger cars								
Annual total	327,685	24,212	78,433	129,330	14,055	14,492	34,401	32,762
January	21,082	1,407	4,302	8,577	1,004	879	2,479	2,434
February	21,608	1,437	4,639	8,857	900	863	2,229	2,683
March	28,690	2,012	6,288	11,738	1,202	1,196	3,064	3,190
April	36,088	2,766	9,437	13,552	1,651	1,553	3,740	3,389
May	35,194	2,657	9,099	13,543	1,538	1,588	3,509	3,260
June	33,643	2,563	8,458	12,944	1,499	1,525	3,703	2,951
July	35,828	2,840	9,070	14,033	1,487	1,492	3,418	3,488
August	29,760	2,279	7,179	12,099	1,175	1,298	2,805	2,925
September	25,198	2,019	6,016	9,570	1,033	1,145	2,626	2,789
October	23,387	1,665	5,582	9,239	1,086	1,146	2,554	2,115
November	19,493	1,315	4,412	7,922	778	965	2,286	1,815
December	17,714	1,252	3,951	7,256	702	842	1,988	1,723
Used commercial vehicles								
Annual total	51,412	4,339	10,864	13,318	2,173	2,452	8,802	9,464
January	3,690	233	601	1,133	171	172	795	585
February	3,269	288	606	779	229	120	590	657
March	4,428	327	1,034	1,209	150	147	634	927
April	5,228	484	1,013	1,417	233	277	839	965
May	5,912	476	1,257	1,393	257	347	882	1,300
June	4,743	428	1,024	1,279	169	231	649	963
July	4,431	452	983	1,178	153	216	684	765
August	4,169	343	880	1,178	140	210	754	664
September	4,035	358	946	1,091	118	199	657	666
October	3,850	323	873	951	234	186	640	643
November	3,734	274	812	884	149	171	556	588
December	3,923	353	835	826	170	176	822	741

¹ Includes Yukon and Northwest Territories.

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63-208

ANNUAL

Canada. Statistics, Bureau of



CANADA

**NEW MOTOR VEHICLE SALES AND MOTOR
VEHICLE FINANCING
1959**



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PUBLICATIONS RELATING TO RETAIL TRADE

Catalogue number	Title	Price
(a) Weekly		
63-003	Percentage Change in Department Store Sales	per year \$2.00
(b) Monthly		
63-001	Chain Store Sales and Stocks	per year 1.00
63-002	Department Store Sales and Stocks.....	per year 1.00
63-004	Percentage Change in Department Store Sales (Preliminary).....	per year 1.00
63-005	Retail Trade.....	per year 3.00
63-007	New Motor Vehicle Sales and Motor Vehicle Financing	per year 1.00
61-004	Credit Statistics	per year 1.00
(c) Quarterly		
63-006	Retail Credit	per year 2.00
63-009	Farm Implement and Equipment Sales	per year 1.00
(d) Annual		
63-203	Farm Implement and Equipment Sales50
63-208	New Motor Vehicle Sales and Motor Vehicle Financing50
63-209	Retail Trade (including Shopping Centres).....	.50
63-210	Retail Chain Stores.....	.50
63-211	Sales Financing.....	.25
(e) Biennial		
63-401	Operating Results of Chain Clothing Stores50
63-402	Operating Results of Chain Drug Stores25
63-403	Operating Results of Chain Food Stores50
63-404	Operating Results of Chain Furniture Stores25
63-405	Operating Results of Chain Variety Stores25
63-406	Operating Results and Financial Structure of Independent Retail Clothing Stores75
63-407	Operating Results and Financial Structure of Independent Drug Stores50
63-408	Operating Results and Financial Structure of Filling Stations and Garages50
63-409	Operating Results and Financial Structure of Independent Food Stores.....	.50
63-410	Operating Results and Financial Structure of Independent Fuel Dealers.....	.50
63-411	Operating Results and Financial Structure of Independent General Stores50
63-412	Operating Results and Financial Structure of Independent Retail Hardware, Furniture, Appliance, Radio and Television Stores.....	.50
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63-415	Operating Results and Financial Structure of Independent Tobacco Stores.....	.50

Other occasional reports and 1951 Census reports on retail trade are shown in a complete list of publications of the Dominion Bureau of Statistics which is available on request from the Information Services Division, D.B.S., or from the Queen's Printer, Ottawa.

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NOTES

This bulletin summarizes the statistics published in the monthly series under the same title and contains minor revisions to the monthly data where necessary. It is in two main parts as follows:

1. **New Motor Vehicle Sales** statistics are obtained from Canadian manufacturers who report consolidated totals of their dealers' monthly statements on sales to customers and from direct importers of cars of other than Canadian manufacture. Every effort is made to avoid duplication of sales reported by distributors of European cars.
2. **Financing of Motor Vehicle Sales** shown in this report covers only that financing handled by sales finance and acceptance companies. Financing charges and insurance are added to the instalment paper purchased from dealers.

COMMERCIAL VEHICLES

Commercial Vehicles is a term which is used for convenience in this report and is synonymous with the term "trucks and buses". Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

BRITISH AND EUROPEAN VEHICLES

British and European Vehicles are shown in a special table but are also included in all other tables of new motor vehicle sales and financing.

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING 1959

A record number of new motor vehicles were sold in Canada during 1959, surpassing the previous high registered in 1956. There were 502,626 new vehicles at a retail value of \$1,540,168,000 sold during 1959, an increase over the previous year of 13.0 per cent in the number of units sold and 12.8 per cent in the dollar volume. Both passenger and commercial vehicles registered substantial gains in number of units sold, 12.8 per cent and 14.0 per cent respectively. The selling value of both passenger and commercial vehicles also showed increases; 11.7 per cent for passenger cars and 17.5 per cent for commercial vehicles.

All provinces experienced increased sales in the number of new motor vehicles, the largest gains being registered in Manitoba, 23.0 per cent; Ontario, 15.5 per cent; and British Columbia, 15.1 per cent.

Ontario continued to obtain the largest share of the sales of new motor vehicles with 41.5 per cent of the total, a slight increase from the 40.6 per cent in 1958. Quebec was second with 21.5 per

cent, a decrease from the 22.9 per cent in 1958. There were only fractional differences in the proportion of sales in the remaining provinces.

The sales of British and European vehicles continued to be an important component of the new motor vehicle market. There were 122,340 new vehicles of this origin sold during 1959 which is an increase of 45.9 per cent from the previous year.

In 1958, the sales of new British and European vehicles accounted for 18.9 per cent of the total new vehicle market; in 1959, their share of the market increased to 24.3 per cent.

The number of buses sold, included in the category "commercial vehicles" decreased in Quebec, while all other provinces showed gains with the exception of the Atlantic provinces where the number of buses sold in 1959 was equal to 1958. In total, 1,066 buses at a retail value of \$19,105,000 were sold as compared with 903 buses at a value of \$19,309,000 sold in 1958.

**New Motor Vehicle Sales showing Percentage Change in Number and Retail Value 1959/1958
also Percentage Distribution for 1958 and 1959, by Type of Vehicles and Provinces**

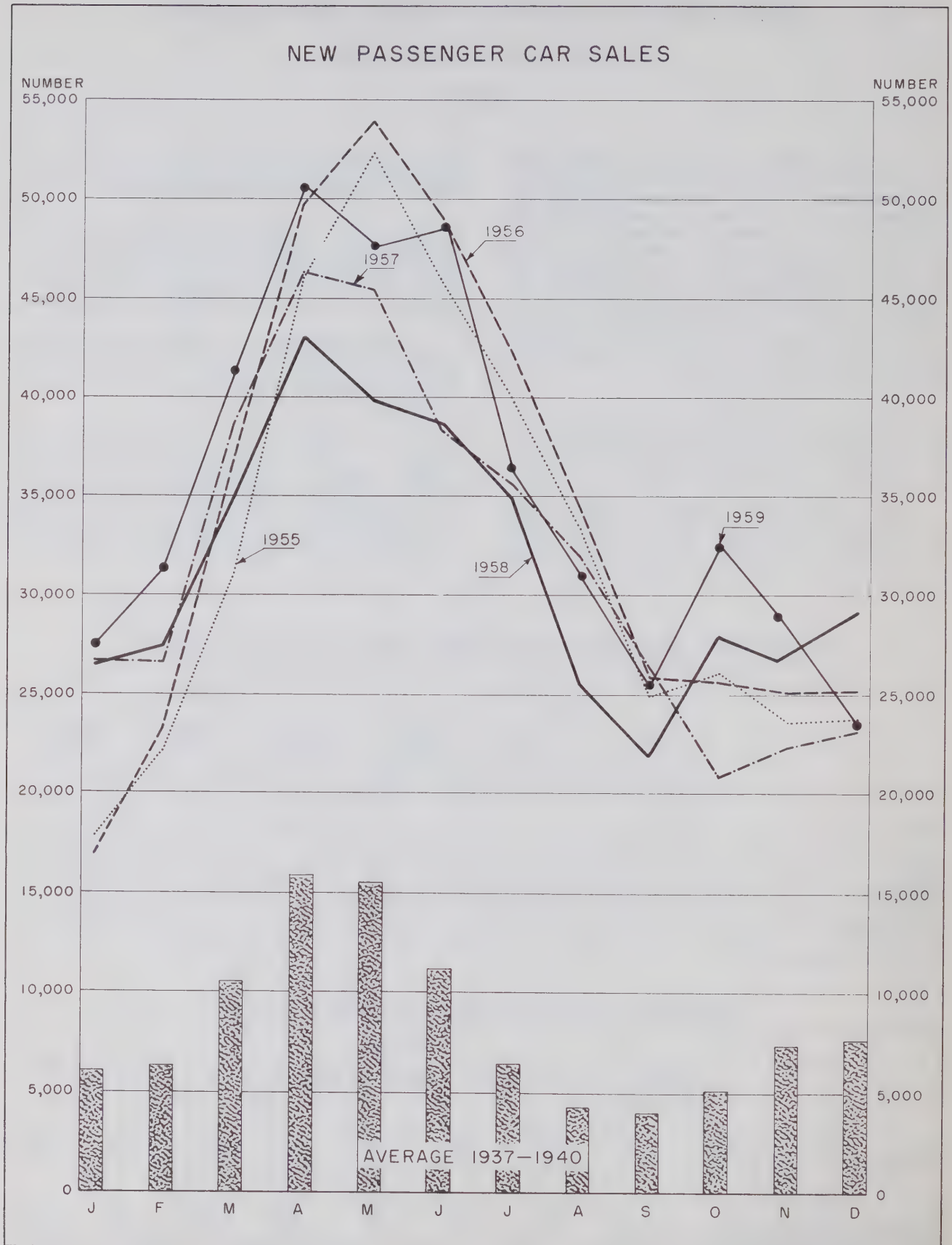
Province	Change 1959/1958						Unit distribution					
	Total vehicles		Passenger cars		Commercial vehicles		Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value	1958	1959	1958	1959	1958	1959
	per cent											
Canada	+13.0	+12.8	+12.8	+11.7	+14.0	+17.5	100.0	100.0	100.0	100.0	100.0	100.0
Atlantic Provinces	+14.1	+13.3	+15.7	+14.1	+7.1	+10.4	7.8	7.8	7.4	7.6	9.7	9.1
Quebec	+6.2	+5.0	+5.2	+3.3	+11.7	+12.0	22.9	21.5	23.2	21.6	21.3	20.8
Ontario	+15.5	+15.4	+15.6	+14.9	+14.8	+17.9	40.6	41.5	41.8	42.9	33.9	34.1
Manitoba	+23.0	+24.4	+21.7	+23.0	+30.5	+30.7	5.3	5.8	5.3	5.7	5.1	5.8
Saskatchewan	+11.3	+12.2	+11.8	+11.9	+9.7	+13.3	5.2	5.2	4.8	4.8	7.5	7.3
Alberta	+11.3	+13.5	+11.0	+11.6	+12.3	+18.9	9.2	9.1	8.4	8.2	14.1	13.9
British Columbia ¹	+15.1	+14.5	+14.0	+10.8	+21.8	+31.0	9.0	9.1	9.1	9.2	8.4	9.0

¹ Includes Yukon and N.W.T.

Number and Retail Value of Buses Sold — 1958 and 1959 by Provinces

Item	Provinces							Canada
	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹	
1958								
Units..... No.	23	406	133	52	123	146	20	903
Retail value..... \$'000	561	10,932	3,743	1,340	667	1,697	369	19,309
1959								
Units..... No.	23	281	244	86	234	172	26	1,066
Retail value..... \$'000	551	7,699	6,306	1,078	1,331	1,690	450	19,105

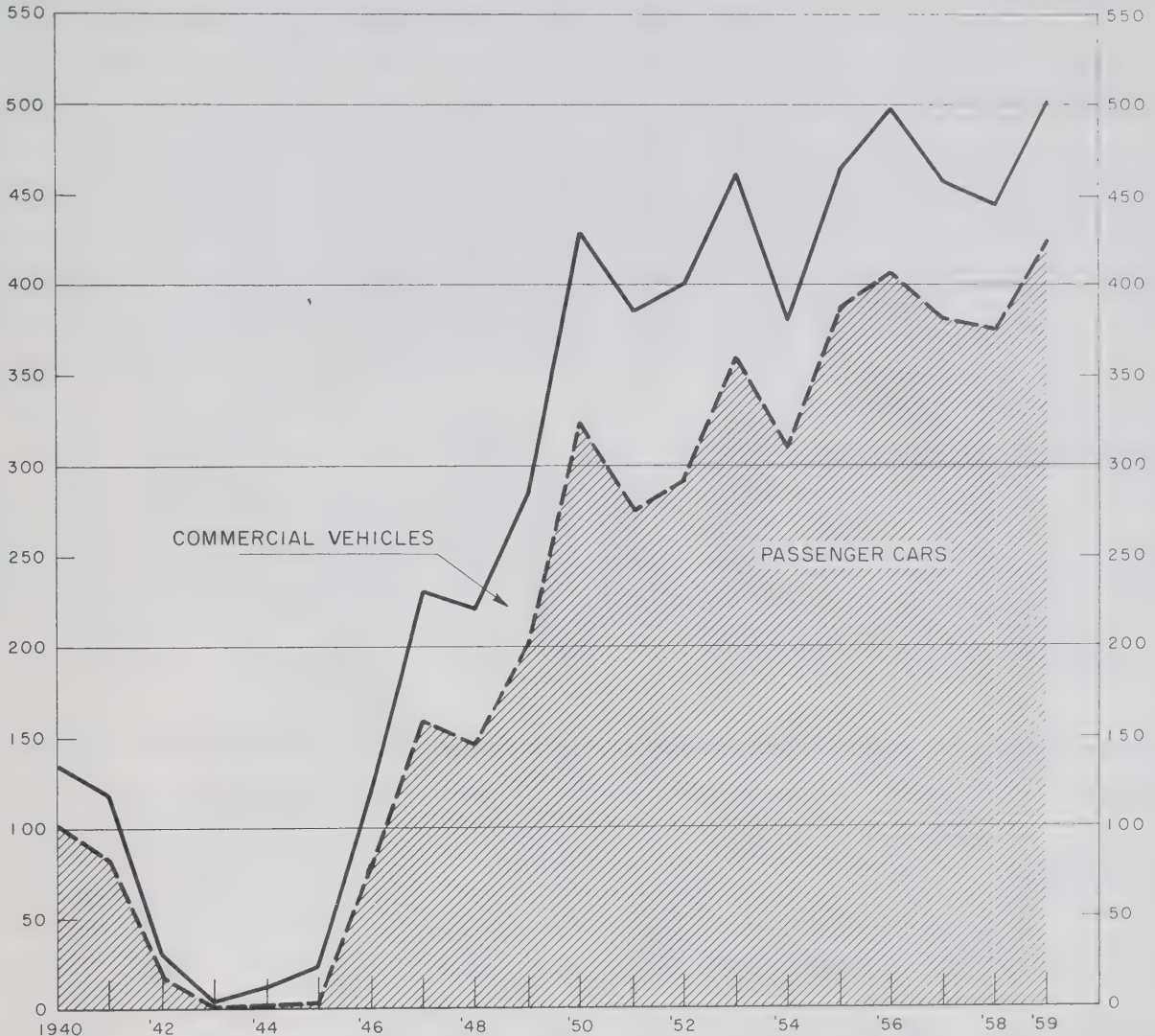
¹ Includes Yukon and Northwest Territories



NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA

THOUSANDS
OF VEHICLES

1940—1959

THOUSANDS
OF VEHICLES

PER CENT

PROPORTION OF PASSENGER AND COMMERCIAL MODELS SOLD

PER CENT

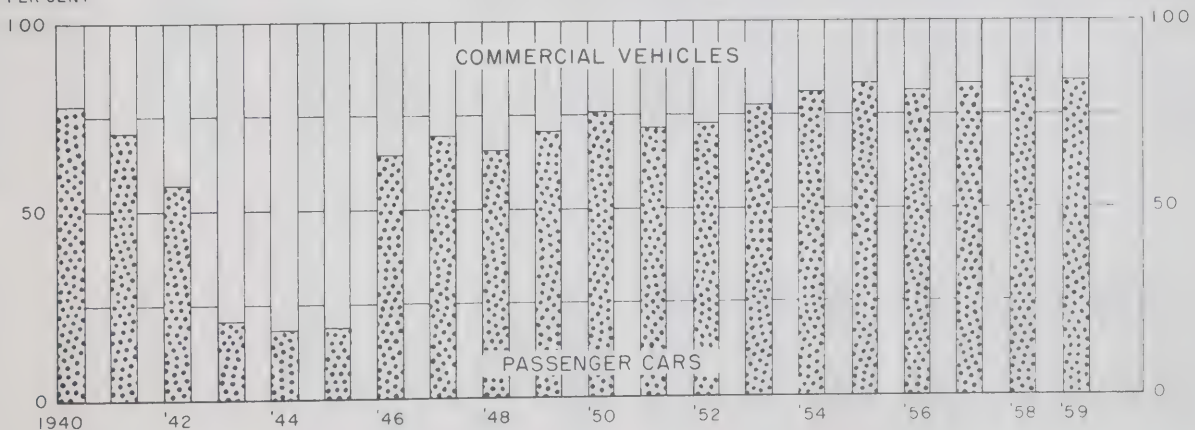


TABLE 1. Annual Sales of New Motor Vehicles in Canada, 1946-59 and Annual Sales of British and European Made Vehicles, 1949-59, by Type of Vehicle

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value	Average per vehicle	Number	Retail value	Average per vehicle	Number	Retail value	Average per vehicle
		\$'000	\$		\$'000	\$		\$'000	\$
Total vehicles:									
1946	120,044	193,328	1,610	77,742	120,325	1,548	42,302	73,003	1,726
1947	230,255	416,237	1,808	159,205	283,190	1,779	71,050	133,047	1,873
1948	221,300	439,217	1,985	145,655	282,904	1,942	75,645	156,313	2,066
1949	286,341	588,725	2,056	202,318	412,298	2,038	84,023	176,427	2,100
1950	429,695	885,669	2,061	324,903	661,674	2,037	104,792	223,995	2,138
1951	385,648	950,160	2,464	275,686	683,183	2,478	109,962	266,977	2,428
1952	400,777	1,003,663	2,504	292,095	725,168	2,483	108,682	278,495	2,562
1953	462,526	1,162,471	2,513	359,172	899,726	2,505	103,354	262,745	2,542
1954	382,628	989,518	2,586	310,546	797,554	2,568	72,082	191,964	2,663
1955	465,678	1,255,890	2,697	386,962	1,023,351	2,645	78,716	232,539	2,954
1956	499,921	1,455,375	2,911	408,233	1,128,640	2,765	91,688	326,735	3,564
1957	458,299	1,368,931	2,987	382,023	1,087,620	2,847	76,276	281,311	3,688
1958	444,769	1,365,466	3,070	376,723	1,110,724	2,948	68,046	254,742	3,744
1959	502,626	1,540,168	3,064	425,038	1,240,961	2,920	77,588	299,207	3,856
British and European vehicles (included above):									
1949	30,101	28,362	1,838
1950	67,506	62,880	4,626
1951	32,162	29,113	3,049
1952	28,886	53,781	1,862	26,655	49,254	1,848	2,231	4,527	2,029
1953	28,025	53,803	1,920	26,378	50,601	1,918	1,647	3,202	1,944
1954	21,858	41,696	1,908	20,248	38,463	1,900	1,610	3,233	2,008
1955	24,631	45,660	1,854	22,165	40,609	1,832	2,466	5,051	2,048
1956	38,014	71,920	1,892	34,169	63,890	1,870	3,845	8,030	2,088
1957	53,800	102,376	1,903	49,433	92,897	1,879	4,367	9,473	2,169
1958	83,863	165,273	1,971	77,166	150,877	1,955	6,697	14,396	2,150
1959	122,340	243,088	1,987	114,118	225,740	1,978	8,222	17,348	2,110

.. Figures not available.

TABLE 2. Sales of New British and European Made Vehicles in Canada, by Month, Province, and Type of Vehicle 1958 and 1959

Month and province	Total vehicles				Passenger cars				Commercial vehicles			
	1958		1959		1958		1959		1958		1959	
	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value	Number	Retail value
		\$000		\$000		\$000		\$000		\$000		\$000
Month:												
January	3,812	7,410	5,257	10,521	3,492	6,723	4,813	9,594	320	687	444	927
February	5,213	10,147	7,150	14,494	4,869	9,421	6,482	13,092	344	726	668	1,402
March	6,514	12,749	9,903	19,587	6,030	11,699	9,102	17,893	484	1,050	801	1,694
April	8,515	17,048	14,234	28,173	7,754	15,421	13,412	26,440	761	1,627	822	1,733
May	7,953	15,948	13,916	27,778	7,419	14,795	13,011	25,832	534	1,153	905	1,946
June	8,496	16,613	13,418	26,700	7,915	15,375	12,772	25,362	581	1,238	646	1,338
July	9,247	18,096	11,337	22,434	8,520	16,538	10,893	21,527	727	1,558	444	907
August	6,131	12,083	10,642	21,535	5,694	11,159	9,688	19,482	437	924	954	2,053
September	6,170	12,147	9,419	18,579	5,622	10,938	8,693	17,052	548	1,209	726	1,527
October	8,601	16,774	9,470	18,639	7,902	15,257	8,892	17,435	699	1,517	578	1,204
November	7,044	13,962	9,437	18,507	6,476	12,787	8,790	17,138	568	1,175	647	1,369
December	6,167	12,296	8,157	16,141	5,473	10,764	7,570	14,893	694	1,532	587	1,248
Annual totals	83,863	165,273	122,340	243,088	77,166	150,877	114,118	225,740	6,697	14,396	8,222	17,348
Province:												
Newfoundland	1,370	2,683	2,029	3,952	1,258	2,427	1,908	3,679	112	256	121	273
Prince Edward Island	348	605	727	1,311	334	576	707	1,272	14	29	20	39
Nova Scotia	4,490	8,361	6,235	11,810	4,259	7,884	5,966	11,240	231	477	269	570
New Brunswick	2,329	4,347	3,555	6,770	2,163	4,003	3,356	6,324	166	344	199	446
Quebec	17,228	34,530	26,515	53,628	15,564	30,921	24,415	49,204	1,664	3,609	2,100	4,424
Ontario	35,354	69,025	50,572	99,291	32,634	63,173	47,074	91,961	2,720	5,852	3,498	7,330
Manitoba	3,189	6,209	4,503	8,883	2,963	5,720	4,180	8,163	226	489	323	700
Saskatchewan	1,748	3,370	2,942	5,769	1,586	3,028	2,787	5,444	162	342	155	325
Alberta	5,921	11,677	7,569	15,188	5,442	10,660	7,095	14,177	479	1,017	474	1,011
British Columbia ¹	11,886	24,466	17,693	36,486	10,963	22,485	16,630	34,256	923	1,981	1,063	2,230

¹ Includes Yukon and Northwest Territories.

TABLE 3. Number of New Motor Vehicles Sold in Canada 1959, by Province and Month

Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New-Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
All vehicles:											
January	32,397	230	139	952	719	6,523	14,459	1,763	1,437	3,175	3,000
February	37,129	254	179	1,170	750	8,071	15,254	2,054	1,942	3,649	3,806
March	48,448	504	227	1,800	1,174	10,391	19,443	3,002	2,618	4,889	4,400
April	59,360	806	412	2,208	1,607	14,317	23,044	3,434	3,512	5,751	4,269
May	55,646	952	379	1,876	1,344	12,289	24,229	3,123	2,754	4,261	4,439
June	57,063	842	248	2,174	1,491	12,445	23,294	3,222	3,375	5,105	4,867
July	42,734	729	238	1,526	951	9,366	17,538	2,612	2,024	3,760	3,990
August	38,099	576	200	1,419	1,108	7,810	14,542	2,472	2,194	3,665	4,113
September	31,218	421	139	1,224	706	6,609	12,872	1,716	1,463	3,088	2,980
October	37,072	469	175	1,282	1,000	7,797	16,541	1,868	1,603	2,853	3,484
November	35,300	371	163	1,239	913	7,294	15,424	1,949	1,707	2,980	3,260
December	28,160	319	160	923	752	5,026	12,015	1,688	1,336	2,638	3,303
Total units	502,626	6,473	2,659	17,793	12,515	107,938	208,655	28,903	25,965	45,814	45,911
Passenger cars:											
January	27,546	170	104	787	557	5,420	12,740	1,491	1,150	2,451	2,676
February	31,362	201	143	957	625	6,833	13,126	1,744	1,541	2,875	3,317
March	41,327	423	173	1,547	995	8,971	16,855	2,551	2,109	3,943	3,760
April	50,560	667	318	1,918	1,339	12,457	20,206	2,894	2,732	4,387	3,642
May	47,711	795	287	1,598	1,087	10,569	21,452	2,645	2,216	3,280	3,782
June	48,599	667	195	1,852	1,184	10,783	20,412	2,748	2,733	3,967	4,058
July	36,463	624	186	1,317	798	8,031	15,429	2,254	1,528	2,894	3,402
August	30,987	470	150	1,149	826	6,333	12,305	2,028	1,623	2,626	3,477
September	25,555	284	101	1,026	570	5,404	10,955	1,457	1,157	2,214	2,387
October	32,400	370	146	1,116	795	6,833	14,900	1,627	1,318	2,270	3,025
November	29,010	271	111	995	688	5,978	13,338	1,521	1,254	2,190	2,664
December	23,518	239	119	788	623	4,171	10,465	1,415	986	1,934	2,778
Total units	425,038	5,181	2,033	15,050	10,087	91,783	182,183	24,375	20,347	35,031	38,968
Commercial vehicles:											
January	4,851	60	35	165	162	1,103	1,719	272	287	724	324
February	5,767	53	36	213	125	1,238	2,128	310	401	774	489
March	7,121	81	54	253	179	1,420	2,588	451	509	946	640
April	8,800	139	94	290	268	1,860	2,838	540	780	1,364	627
May	7,935	157	92	278	257	1,720	2,777	478	538	981	657
June	8,464	175	53	322	307	1,662	2,882	474	642	1,138	809
July	6,271	105	52	209	153	1,335	2,109	358	496	866	588
August	7,112	106	50	270	282	1,477	2,237	444	571	1,039	636
September	5,663	137	38	198	136	1,205	1,917	259	306	874	593
October	4,672	99	29	166	205	964	1,641	241	285	583	459
November	6,290	100	52	244	225	1,316	2,086	428	453	790	596
December	4,642	80	41	135	129	855	1,550	273	350	704	525
Total units	77,588	1,292	626	2,743	2,428	16,155	26,472	4,528	5,618	10,783	6,943

¹ Includes Yukon and Northwest Territories.

Note: Includes British and European.

TABLE 4. Retail Value of New Motor Vehicles Sold in Canada, 1959 by Province and Month

Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
thousands of dollars											
All vehicles:											
January	103,828	659	375	2,672	2,088	22,642	46,426	5,629	4,495	9,794	9,048
February	114,828	693	508	3,295	2,160	25,927	47,059	6,534	6,000	11,405	11,247
March	150,070	1,324	595	4,847	3,525	32,977	60,674	9,574	7,958	15,451	13,145
April	179,815	2,239	1,132	5,960	4,655	44,116	69,422	10,753	10,906	18,168	12,464
May	169,327	2,649	1,079	5,261	3,874	39,886	71,734	9,570	8,482	13,496	13,296
June	173,526	2,533	658	5,846	4,389	38,554	70,739	10,346	10,409	15,997	14,055
July	130,971	1,946	630	4,041	2,699	30,627	53,431	8,256	6,341	11,901	11,099
August	114,541	1,562	530	3,820	3,376	24,049	42,896	7,713	6,943	11,600	12,052
September	94,969	1,136	370	3,101	1,972	20,823	38,540	5,452	4,571	10,076	8,928
October	113,022	1,285	464	3,442	3,110	24,855	49,868	5,936	5,218	9,119	9,725
November	107,519	1,010	475	3,328	2,711	23,258	45,842	6,040	5,404	9,619	9,832
December	87,752	855	426	2,459	2,107	16,775	37,564	5,165	4,196	8,558	9,647
Total value	1,540,168	17,891	7,242	48,072	36,666	344,489	634,195	90,968	80,923	145,184	134,538
Passenger cars:											
January	84,673	466	272	2,164	1,534	17,375	39,717	4,659	3,562	7,120	7,804
February	95,192	540	402	2,680	1,777	21,504	39,955	5,350	4,737	8,768	9,479
March	123,902	1,087	439	4,107	2,895	27,969	50,425	7,805	6,402	11,986	10,787
April	148,035	1,823	856	5,104	3,763	36,814	59,147	3,806	8,429	13,373	9,920
May	138,396	2,182	807	4,440	3,052	31,626	61,370	7,830	6,692	9,990	10,407
June	141,522	1,763	503	4,897	3,287	31,695	59,849	8,262	8,275	11,989	11,002
July	104,017	1,614	469	3,416	2,169	23,283	44,519	6,603	4,633	8,387	8,924
August	88,332	1,253	384	3,042	2,211	18,499	34,915	5,981	4,856	7,726	9,465
September	72,260	745	258	2,511	1,459	15,533	30,912	4,389	3,471	6,602	6,380
October	94,316	998	379	2,953	2,183	20,579	43,601	4,940	3,998	6,778	7,907
November	83,531	717	317	2,583	1,921	17,700	38,007	4,423	3,873	6,717	7,273
December	66,785	601	293	2,047	1,494	12,500	29,979	4,114	2,998	5,592	7,167
Total value	1,240,961	13,789	5,379	39,944	27,745	275,077	532,396	73,162	61,926	105,028	106,515
Commercial vehicles:											
January	19,155	193	103	508	554	5,267	6,709	970	933	2,674	1,244
February	19,636	153	106	615	383	4,423	7,104	1,184	1,263	2,637	1,768
March	26,168	237	156	740	630	5,008	10,249	1,769	1,556	3,465	2,358
April	31,780	416	276	856	892	7,302	10,275	1,947	2,477	4,795	2,544
May	30,931	467	272	821	822	8,260	10,364	1,740	1,790	3,506	2,889
June	32,004	770	155	949	1,102	6,859	10,890	2,084	2,134	4,008	3,053
July	26,954	332	161	625	530	7,344	8,912	1,653	1,708	3,514	2,175
August	26,209	309	146	778	1,165	5,550	7,981	1,732	2,087	3,874	2,587
September	22,709	391	112	590	513	5,290	7,628	1,063	1,100	3,474	2,548
October	18,706	287	85	489	927	4,276	6,267	996	1,220	2,341	1,818
November	23,988	293	158	745	790	5,558	7,835	1,617	1,531	2,902	2,559
December	20,967	254	133	412	613	4,275	7,585	1,051	1,198	2,966	2,480
Total value	299,207	4,102	1,863	8,128	8,921	69,412	101,799	17,806	18,997	40,156	28,023

¹ Includes Yukon and Northwest Territories.

Note: Includes British and European.

Financing of Motor Vehicle Sales

The following four tables cover the financing of sales of new and used motor vehicles, both passenger and commercial. The information represents a revised summary of the twelve monthly reports on motor vehicle financing published during 1959. It should be noted that the following tables refer only to the financing handled by sales finance companies and acceptance corporations. No other institutions engaged in this field of activity are included in this report.

For the year 1959, the number of vehicles financed decreased by 1.6 per cent while the total

amount of financing increased by 7.9 per cent, when compared with 1958.

Substantial increases, in the number and value of new passenger and commercial vehicles financed, were registered in 1959. The number of used vehicles financed decreased from the previous year although the amount of financing for used commercial vehicles showed a large increase (+25.4).

The financing of motor vehicle sales is an activity of various lending institutions. Since the financing covered in this report is an unknown percentage of all vehicles financed, comparisons of such financing to total new vehicle sales are not shown.

TABLE 5. Percentage Change in Number of Vehicles Financed and Amount of Financing by Provinces 1959/1958

Province	Number				Amount			
	New vehicles		Used vehicles		New vehicles		Used vehicles	
	Passenger	Commercial	Passenger	Commercial	Passenger	Commercial	Passenger	Commercial
Canada	+ 7.2	+20.5	- 6.9	-1.1	+10.6	+34.8	- 3.1	+25.4
Atlantic provinces	+ 9.8	+15.4	- 6.6	-9.7	+14.6	+27.0	- 4.9	- 1.9
Quebec	+ 4.3	+15.5	- 6.1	+0.2	+ 5.9	+29.9	- 5.7	+ 4.6
Ontario	+ 7.2	+20.7	-11.8	-7.4	+11.5	+31.1	- 6.3	+10.6
Manitoba	+21.6	+26.6	+11.1	+8.2	+26.2	+26.0	+21.2	+44.4
Saskatchewan	+ 5.4	+16.7	+ 0.7	+3.2	+ 9.4	+37.3	+ 7.0	+28.4
Alberta	+ 3.8	+26.6	- 5.9	+3.7	+ 7.6	+43.4	- 1.1	+52.1
British Columbia ¹	+12.7	+29.6	- 2.0	+7.6	+15.4	+57.1	+ 0.7	+68.4

¹ Includes Yukon and Northwest Territories.

TABLE 6. Financing of Motor Vehicle Sales in Canada 1946-1959

Year	Total new and used vehicles		New vehicles				Used vehicles			
			Passenger		Commercial		Passenger		Commercial	
	Number	Amount	Number	Amount	Number	Amount	Number	Amount	Number	Amount
		\$'000		\$'000		\$'000		\$'000		\$'000
1946	53,393	41,586	11,082	10,589	11,784	17,389	22,415	7,479	8,112	6,129
1947	118,867	108,745	27,409	32,419	19,291	33,004	56,024	29,643	16,143	13,679
1948	155,634	144,955	29,923	37,680	21,944	36,126	83,323	53,255	20,444	17,894
1949	232,988	219,184	53,185	71,044	28,317	44,467	124,595	81,983	26,891	21,690
1950	364,681	342,081	97,051	131,003	38,253	60,432	189,635	120,771	39,742	29,875
1951	423,830	376,671	81,726	110,146	44,529	81,057	239,140	138,775	58,435	46,693
1952	620,354	639,689	124,879	194,422	47,708	98,032	375,825	283,069	71,942	64,166
1953	640,512	725,545	146,431	252,160	42,621	90,087	382,106	320,321	69,354	62,977
1954	538,728	611,646	126,099	230,900	28,005	61,359	325,953	269,144	58,671	50,243
1955	599,330	719,328	156,191	305,069	28,936	70,928	355,638	294,508	58,565	48,823
1956	663,749	910,833	190,109	408,993	34,796	111,951	382,026	337,154	56,818	52,735
1957	615,251	878,522	171,904	385,043	29,116	95,056	365,883	344,799	48,348	53,624
1958 [*]	550,367	786,550	147,402	335,827	21,119	70,280	339,414	333,011	42,432	47,432
1959	541,348	848,302	158,022	371,392	25,453	94,707	315,898	322,746	41,975	59,457

* Revised figures.

TABLE 7. Number of Motor Vehicles Financed by Provinces and by Months, 1959

Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia ¹
New passenger cars								
Annual totals	158,022	10,661	39,640	65,915	7,033	6,676	15,163	12,934
January	8,370	442	1,952	3,650	331	301	845	849
February	9,520	534	2,510	4,029	335	366	985	761
March	12,259	728	3,110	5,106	508	594	1,339	874
April	16,025	1,100	4,333	6,383	649	749	1,680	1,131
May	15,823	1,207	4,357	6,442	646	651	1,406	1,114
June	17,225	1,156	4,398	7,115	782	716	1,662	1,396
July	16,289	1,182	4,310	6,676	744	687	1,355	1,335
August	13,490	1,025	3,353	5,301	802	537	1,229	1,243
September	13,139	885	3,170	5,450	701	585	1,271	1,077
October	13,772	873	3,320	6,051	614	604	1,197	1,113
November	11,899	790	2,763	5,255	453	463	1,117	1,058
December	10,211	739	2,064	4,457	468	423	1,077	983
New commercial vehicles								
Annual totals	25,453	2,275	6,203	8,028	1,101	1,463	3,994	2,389
January	1,370	88	366	430	48	81	240	117
February	1,717	111	484	520	82	88	284	148
March	2,009	140	504	654	87	107	362	155
April	2,199	189	522	667	108	149	367	197
May	2,549	243	601	899	114	132	363	197
June	2,630	269	578	891	113	135	388	256
July	2,291	233	553	745	97	119	305	239
August	2,093	226	530	599	88	125	336	189
September	2,455	242	603	759	114	139	387	211
October	2,057	180	457	627	78	140	328	247
November	2,197	186	555	663	84	139	334	236
December	1,886	168	450	574	88	109	300	197
Used passenger cars								
Annual totals	315,898	26,481	74,585	117,927	16,026	16,672	33,729	30,478
January	16,334	1,188	3,134	6,727	774	732	1,956	1,823
February	20,953	1,434	5,139	8,276	872	870	2,206	2,156
March	28,625	1,952	6,117	10,161	1,380	1,482	3,129	2,404
April	32,976	2,839	8,195	11,835	1,612	1,884	3,546	3,065
May	32,414	2,866	8,658	11,507	1,619	1,643	3,224	2,897
June	34,825	2,980	8,512	12,700	1,755	1,947	3,693	3,238
July	32,884	2,764	8,124	12,293	1,610	1,815	3,280	2,998
August	27,812	2,526	6,735	9,898	1,655	1,343	2,868	2,787
September	26,612	2,305	5,726	10,050	1,511	1,424	2,854	2,742
October	23,066	1,779	5,404	8,703	1,193	1,212	2,384	2,391
November	21,621	1,915	4,820	8,457	1,064	1,165	2,219	1,981
December	19,776	1,933	4,021	7,320	981	1,155	2,370	1,996
Used commercial vehicles								
Annual totals	41,975	4,792	9,022	10,570	2,019	2,930	7,108	5,534
January	2,383	224	413	593	81	145	600	327
February	2,770	267	575	718	143	155	482	430
March	3,313	354	661	907	147	212	596	436
April	4,264	439	937	1,078	202	323	721	564
May	3,945	471	978	975	203	282	617	419
June	4,156	509	911	1,074	208	274	628	552
July	3,656	509	798	936	150	259	534	470
August	3,614	408	765	886	204	256	629	466
September	3,941	462	837	994	206	280	643	519
October	3,377	371	716	860	165	268	545	452
November	3,346	388	734	815	166	251	513	479
December	3,210	390	697	734	144	225	600	420

¹ Includes Yukon and Northwest Territories.

TABLE 8. Amount of Motor Vehicle Financing, by Provinces and by Months, 1959

Month	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
thousands of dollars								
New passenger cars								
Annual totals	371,392	23,100	95,898	152,192	16,442	15,386	36,656	31,718
January	19,894	892	4,661	8,537	781	735	2,194	2,094
February	22,494	1,182	6,192	9,217	774	846	2,368	1,915
March	29,160	1,560	7,549	12,047	1,202	1,373	3,232	2,197
April	37,705	2,300	10,474	14,804	1,526	1,696	4,104	2,801
May	37,297	2,598	10,476	14,865	1,568	1,543	3,434	2,813
June	40,764	2,532	10,636	16,631	1,741	1,710	4,036	3,478
July	38,828	2,607	10,412	15,764	1,797	1,601	3,307	3,340
August	31,922	2,259	8,241	12,413	1,791	1,255	2,952	3,011
September	30,228	1,975	7,639	12,148	1,637	1,273	2,971	2,585
October	31,877	1,907	7,898	13,756	1,450	1,341	2,842	2,683
November	27,401	1,699	6,653	11,842	1,077	1,062	2,598	2,470
December	23,822	1,589	5,067	10,168	1,098	951	2,618	2,331
New commercial vehicles								
Annual totals	94,707	7,240	22,291	29,485	4,817	5,227	15,845	9,802
January	5,139	267	1,470	1,678	189	221	958	356
February	6,020	288	1,690	1,698	334	317	1,126	567
March	6,624	400	1,608	2,093	270	403	1,292	558
April	7,705	689	1,682	2,182	523	532	1,348	749
May	10,037	803	2,132	3,737	507	521	1,400	937
June	10,214	864	2,078	3,602	528	518	1,568	1,056
July	8,969	890	2,195	2,777	597	433	1,141	936
August	7,881	672	1,891	2,235	424	433	1,457	769
September	9,485	765	2,270	3,017	487	560	1,430	956
October	7,190	512	1,607	2,145	262	443	1,353	868
November	7,879	568	2,037	2,176	321	490	1,358	929
December	7,564	522	1,631	2,145	375	356	1,414	1,121
Used passenger cars								
Annual totals	322,746	23,015	76,363	123,314	16,866	15,517	34,041	33,630
January	17,353	1,021	3,393	7,099	865	649	2,214	2,112
February	21,894	1,258	5,523	8,801	989	820	2,227	2,276
March	27,443	1,689	6,316	10,716	1,428	1,419	3,169	2,706
April	33,405	2,402	8,258	12,342	1,692	1,709	3,621	3,381
May	32,574	2,450	8,653	11,945	1,700	1,577	3,096	3,153
June	35,416	2,557	8,739	13,165	1,843	1,821	3,696	3,595
July	33,578	2,448	8,311	12,841	1,696	1,639	3,349	3,294
August	28,014	2,222	6,785	10,305	1,716	1,202	2,781	3,003
September	26,859	2,017	5,789	10,331	1,520	1,344	2,887	2,971
October	23,386	1,554	5,440	9,014	1,251	1,087	2,384	2,656
November	22,221	1,684	4,929	8,959	1,126	1,099	2,232	2,192
December	20,603	1,713	4,227	7,796	1,040	1,151	2,385	2,291
Used commercial vehicles								
Annual totals	59,457	4,258	11,377	14,690	3,007	3,144	11,951	11,030
January	3,330	189	559	811	87	136	906	642
February	4,395	250	774	1,061	216	167	953	974
March	4,460	294	789	1,240	181	251	908	797
April	6,058	367	1,242	1,478	251	291	1,076	1,353
May	5,295	408	1,182	1,368	350	267	995	725
June	6,497	484	1,098	1,482	452	330	1,367	1,284
July	4,990	499	999	1,275	205	272	912	828
August	4,814	351	925	1,138	322	294	932	852
September	5,458	398	1,018	1,586	280	311	1,081	784
October	4,765	312	874	976	194	335	984	1,090
November	4,682	326	985	1,103	313	240	859	856
December	4,713	380	932	1,172	156	250	978	845

¹ Includes Yukon and Northwest Territories.

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